

# WINNING STRATEGY FOR PROSPEROUS JUSTICE PARTY (PKS) CANDIDATE ABDUL AZIZ PKS CANDIDATE IN THE 2024 LEGISLATIVE ELECTION : CASE STUDY OF ABDUL AZIZ ELECTORAL DISTRICT 10 DKI JAKARTA

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**Abstract.** The 2024 legislative election in Jakarta is an important moment in the dynamics of Indonesian politics, especially for the Prosperous Justice Party (PKS) which won a significant victory. This study aims to analyze the winning strategy of Abdul Aziz, the PKS legislative candidate in the 10th DKI Jakarta Electoral District (Dapil), as well as the factors that contributed to its success.. Using a descriptive qualitative approach, this study examines the effectiveness of political and marketing strategies applied, including community-based approaches, the use of social media, and political communication strategies. The results showed that the strategy carried out by Abdul Aziz focused on the utilization of a loyal mass base, campaigns based on social welfare issues, as well as direct involvement in social and religious activities. In addition, digital communication strategies through social media and the involvement of local leaders also play an important role in improving its electability. This research provides insight into the dynamics of political campaign strategies in the digital age as well as their implications for voter trends in metropolitan areas. The PKS as a moderate Islam-based party also has challenges in extending support beyond its loyal voters. Therefore, the campaign strategy applied is not only based on religious issues, but also emphasizes concrete programs that are relevant to urban problems such as education, health, and infrastructure, which of course is in line with the theory used in this study, namely the theory of political strategy by Peter Schroder, which specifically discusses 3 types of political strategies.

**Keywords:** election, political strategy, legislature, political parties, political marketing

## I. INTRODUCTION

Indonesia, which is the country with the largest muslim population in the world and the third largest democracy globally, will certainly face a diverse dynamic of challenges in the flow of the sacred process of democracy and of course including political representation based on religion. Of course, the Prosperous Justice Party (PKS) has been directly involved in the role of a moderate Islamic party that has always consistently fought for the rights of the community with Islamic values but remains in the circle of diversity of Indonesian democracy. In the 2024 legislative election (PILEG) in Jakarta, The Prosperous Justice Party (PKS) came out as the new champion. This became a new beginning because the Prosperous Justice Party (PKS) succeeded in shifting the dominance of the ‘banteng’ party. Abdul Aziz is one of the incumbent candidates present in this contest. Abdul Aziz is one of the cadres carried by the PKS in Dapil 10, his character and strategy in this legislative election is the key to victory in the election contestation in 2019. In the 2024 election Abdul Aziz again came out as one

of the winning candidates in Dapil 10, with a total of 22,006 voters. Even Abdul Aziz entered the top 5 candidates with the most voters. The re-election of Abdul Aziz as a member of DPRD DKI Jakarta can not be separated from the track record in the previous period, the progress and performance of Abdul Aziz is considered by the community to have a very impact on the people of Dapil 10.

**5 Anggota legislatif dengan suara pemilih terbanyak di Dapil 10 DPRD DKI Jakarta 2024**

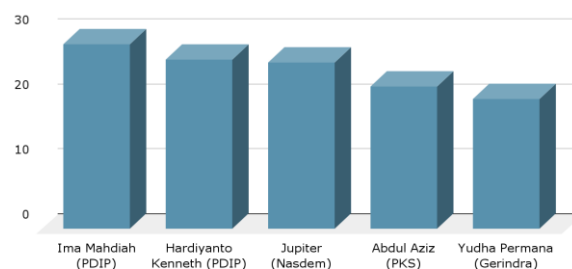


Figure 1. data on the acquisition of the 5 most votes in the 10 electoral districts of jakarta

In the previous period Abdul Aziz had held a position as chairman of commission B and then switched to commission E. Commission E DPRD DKI Jakarta itself focused on the public welfare sector which includes social, education, health, sports and Youth, Community Empowerment and Women, Child Protection, family planning, libraries and Regional Archives, hospitals and RSKD, mental and spiritual. This is a very strong capital for Abdul Aziz in campaigning, because his focus is on the field of public welfare, Abdul Aziz often goes directly to the community by using aspiration absorption strategies.

## II. RESEARCH METHODS

The first step taken by the author is to determine this type of research with a descriptive form through qualitative research methods. Based on Sugiyono's (2019) [1] explains that qualitative research is a research method that understands phenomena in social and cultural aspects. Research with qualitative methods focuses on the experiences and views of individuals or groups. This research uses data collection techniques such as in-depth interviews, documentation studies, and observation.

This research uses a technique that applies how to collect data through case studies related to the phenomenon to be studied. The data consisted of primary data and secondary data. When researching with primary data, the researcher collected data by conducting direct interviews with resource persons who were directly involved in Abdul Aziz's campaign process and understood the technical campaign conducted by Abdul Aziz political strategy.

Next, the researcher uses the theory of political strategy with Peter Schroder discussing political strategy, which is described as a tactic used to achieve the goal of gaining power. Peter Schober lists the types of political strategies, namely strategic offensive, defensive and mixed (Schroder, 2009) [2]. By conducting interviews, the informant will collect accurate data and the results of the answers to these questions will be correlated in the theory of political strategy of Peter Schroder who produced the study findings. Research with qualitative methods to obtain answers from sources that use structured, semi-structured, and unstructured interview techniques (Sugiono (2015: 2), 2015) [3]. However, this study used a structured interview technique that had research questions prepared from before the interview was conducted.

## III. RESULTS AND DISCUSSION

The 2024 legislative elections in Jakarta represent a significant shift in Indonesia's political dynamics. Election results in Jakarta are often seen as a barometer of national politics, as Jakarta is the country's capital. In this campaign, The Prosperous Justice Party (PKS) won a major victory, which deserves further scrutiny. The Prosperous Justice party

(PKS), formed in 1998, has long been known as an Islamic-based party with a strong support base. However, their victory in Jakarta 2024 demonstrated a shift in strategy and approach that effectively expanded their support beyond their core constituency. Prosperous Justice party (PKS) is one of Indonesia's political parties with Islamic philosophy and is often the center of national political attention. In the 2024 legislative election, the PKS returned to politics with the aim of securing a seat in the DKI Jakarta Regional people's Representative Council (DPRD). Campaign strategy is a key factor in garnering public votes, especially in Jakarta, which has a diverse population.

Formerly called the Justice Party (PK), the Prosperous Justice party (PKS) is an Indonesian political party with an Islamic foundation. The campus da'wah movement, which gained traction in Indonesian colleges during the 1980s, is where PKS got its start. The PKS created a system of education and political cadre renewal in order to recruit. Given the necessity to transfer political information pertaining to issues pertaining to the nation and state as well as the history, vision, mission, and strategy of political parties, this regeneration system is crucial. Political parties can benefit greatly from legislative candidates who can win over the public's compassion and attention. Empowerment of those with potential and talent is necessary (Lidya et al., 2024) [4].

With the growing age and automatic advancement of technology, social media has become a powerful instrument to garner public support. According to research on PKS social media framing methods, the party is using government failure as one of its main campaign storylines to gain public sympathy in the 2024 parliamentary elections (Febrianti & Saptawan, 2023) [5]. The city of Jakarta, as the former capital of the country, has certain qualities that make the victory of the PKS more interesting to research. The demographics of the city are quite diverse, including religion, race, and socioeconomic status. In addition, voters in Jakarta face a number of difficult urban problems, including congestion, flooding, and social inequality that can affect their political views (Warburton, 2020) [6]. The victory of the PKS in Jakarta 2024 is an interesting event to research for many reasons. First, the competition in Jakarta is very tight, with several major parties competing. Second, the PKS has never controlled parliamentary elections in Jakarta. Third, this victory occurred during a transitional period in Indonesia's political landscape after reforms characterized by declining sectarian politics and increasing voter pragmatism (Pepinsky et al., 2018) [7].

In the 2024 legislative election in Jakarta, Abdul Aziz faces a dynamic political situation. In Dapil 10 Jakarta itself, Abdul Aziz has been quite known as a leader who is active in social action and political movements in the region. In the 2024 legislative election Abdul Aziz appeared as an incumbent who has a positive trend, this is the foundation for him to be able to maintain and increase his electoral vote. In his campaign strategy, Abdul Aziz is not only competing with other legislative candidates. Abdul Aziz also faced the situation in maintaining internalization in his ranks as well as

mobilizing the masses from the mass base of the PKS who were often bumped by local issues. PKS has a long history of using strategies based on Islamic ideals in its political efforts. However, Abdul Aziz and the PKS in Dapil 10 face difficulties in presenting political ideas that are inclusive and able to accept all walks of life without removing the core of the party's doctrine, in addition to finding ways to communicate these ideals to more diverse urban communities. Given that voters in metropolitan areas are often more logical, analytical, and have greater access to information, this is becoming increasingly crucial.

According to Von Clausewitz, the goal of strategy is to achieve the peace that lies behind the victory, not the victory itself (Clausewitz,1976) [8]. Planning a political strategy requires careful consideration of this. "Victory " is the ultimate goal of the strategy itself. The methodical and organized approach taken by Abdul Aziz and his success team, which includes social programs and instilling a sense of camaraderie among supporters and non-supporters, is an example of the political tactics used to influence sympathy support for the public to support Abdul Aziz. PKS as a moderate Islamic political party will certainly face a situation where it must maintain the electability of the image and loyalist voters in the midst of intense competition. An event that can be exaggerated is a political campaign. There are several movements that seek to attract supporters and followers through public gatherings, political speeches, newspaper articles, and other means. The strategy of a marketing program is not the only factor that determines its success the campaign's material and content must be well-planned, engaging, understandable, and closely relevant to the target audience (Amalia,2023) [9]. Therefore, the effectiveness of the candidates' work programs will determine whether or not they are elected to the legislature a direct approach is thought to be more effective at drawing in more investigators (Fatimah, 2018) [10].



Figure 2. abdul aziz campaign poster

In addition to personally engaging with the public as part of their political communication strategy, Abdul Aziz employed a variety of media platforms during the 2024

legislative election to win elections, introduce party plans, and encourage people to cast ballots. AbdulAziz places more importance on in-person campaigns and community outreach than on the mainstream media when it comes to winning over the public. Party programs must be delivered to the lower classes, but many parties and candidates for legislative office spread their message through the media because it is thought to be simple to obtain and can reach communities that the party or candidates for legislative office have not reached (Siagian,2015) [11].

Abdul Aziz used a variety of methods to reach out to the community, including meeting with members of the community in person as well as through the media. Seeking support and sympathizers to secure the desired vote is thought to be more successful with this strategy. Each candidate must use the primary selection technique, which is to become more accessible to the electorate. In order to increase their acceptability, each candidate must make every effort to become more accessible to the general public (Surbakti,2018) [12]. Abdul Aziz showed seriousness in fulfilling his promise and implementing his work program well. This is evidenced by his various good performances during his tenure as a member of the previous DPRD. Abdul Aziz, who during his tenure occupied a position as a member of commission E, which this commission oversees affairs such as social welfare, education, health, sports and youth, community and women's empowerment, child protection, Family Planning, Regional Libraries and archives, hospitals and RSKD, mental and spiritual. This is certainly a positive value for Abdul Aziz. After the election of a candidate for parliament, the fulfillment of the promises made should be a top priority. As part of political education, political parties and legislative candidates are actively looking for supporters. They will do this by offering various work programs and promises to the community. Promises made during the campaign, however, will be demanded by the public when the election ends. In order to inspire people to trust PKS in the future, the selected candidates must keep their promises to the community (Basyir,2014) [13].



Figure 3. Abdul Aziz campaigns directly to the people of district 10

In order to be elected, a candidate for office must constantly be a repository of community ambitions and be prepared to hear what the community has to say. Seeing



society's reality in contrast to the issues it faces is a political promise that is being made. Poverty alleviation programs, the people's economy, affordable education, and struggle are among the political promises that are being attempted to be fulfilled. In addition, as political parties and members of the legislature, we must be prepared to meet the aspirations of the people (Amalia,2023) [14].

District 10 which includes the area (district Palmerah, Tamansari, Grogol Petamburan, Kebon Jeruk and Kembangan West Jakarta Municipality) is a very diverse area, it is certainly a challenge for Abdul Aziz. One of the first steps taken by Abdul Aziz and his team of volunteers is to map the voter area, it is very important to know where the voter niche is located. Abdul Aziz, of course, chose a niche of voters who in fact were religious people. The approach to the surrounding community leaders is one of the keys to entering a group in a particular area. Abdul Aziz certainly went down directly to the community for friendship and explained the vision and mission that he would carry out if elected. In addition to being assisted by community leaders, Abdul Aziz was also assisted by local communities in the community. When dealing directly with the community, it must be accompanied by sincerity and humility, hearing the aspirations and complaints in the community will be very meaningful for the people visited (Abdul Aziz, 2024) [15].

To win the public's confidence and allegiance as voters, politicians need to be able to develop a powerful personal brand. The practice of using oneself or one's work as a brand is known as personal branding (Wasesa,2013) [16]. Therefore, in order for their information to be released, applicants have to dig up something valuable about themselves. Successful personal brand managers usually achieve popularity that meets or exceeds their goals. This initiative can be carried out in various ways, for example, through marketing tactics.



Figure 4. Abdul Aziz ranked No. 1 on voters ' ballot

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The margin of victory in a parliamentary election is significantly influenced by a candidate's order number and electability. About 60% of DPRD members won with modest sequential numbers, according to the 2019 election results. This implies that ordinal numbers have the potential to influence voters' perceptions and election outcomes (Ramadhan,2021) [18]. Ordinal numbers can influence a candidate's eligibility in addition to identifying each individual. In this instance, the placement of specific ordinal numbers may have an impact on the voter and ultimately impact the election's outcome. Not only does a candidate's serial number affect their eligibility, but it also has a significant impact on their electability as a member of parliament. Potential electability encompasses a number of elements, such as the candidate's vision and goal, communication skills, and past performance as a member of Parliament. Consequently, figuring out the sequence number is a crucial component of a candidate for Parliament's success plan (Setiaman,2023) [19]. In this 2024 Leglative election Abdul Aziz got the number 1, this is one of the factors to attract many voters. In the tentunnya election when opening the ballot paper,the first thing to see is the top or number 1, indirectly this becomes an advantage because many voters do not know many of the legislative candidates (Nining,2024) [20].



Figure 5. Abdul Aziz with Anies Baswedan

One of the key players influencing Indonesian politics in the run-up to the 2024 election is Anies Baswedan. Anies has a large following as a former Jakarta governor, particularly among people who desire a shift in the country's leadership. Support for Anies is viewed by the Prosperous Justice Party (PKS) as a tactic to increase the party's electability in the face of escalating political rivalry. Since the 2017 Jakarta Regional Election, Anies Baswedan, the previous governor of Jakarta, has maintained a tight relationship with the Prosperous Justice Party (PKS). With strong PKS support, Anies and Sandiaga Uno were able to win the governor's seat in the election. Anies and the PKS share a similar voting base and ideological stance, which is shown in this support. Furthermore, polls indicate that a large number of Indonesian voters choose candidates' personalities above party platforms. This indicates that even if the PKS has a sizable support base, people who identify as Anies may find the party less appealing if Anies is not a supported figure (Fulcrum,2024) [21]. In general, the "Anies effect" contributes significantly to the PKS 'vote gain in the 2024 election. When the PKS no longer supported Anies as a gubernatorial candidate, support for the party declined in areas that had previously been their voter base. This shows how important a popular figure like Anies is in the political strategy of the PKS as well as its influence on the party's electability (Firman,2024) [22].

The PKS's endorsement of Anies Baswedan for president enhances the party's standing among contemporary Islamic voters and organizations advocating for policy reforms. Younger people and metropolitan voters who are generally skeptical of the present administration find Anies particularly appealing. Because of this, the PKS is better able to rally support from a larger portion of the population (Safira,2024) [23]. The "Anies Effect" brings electoral benefits to the PKS in the 2024 election by increasing electability, mobilizing the mass base, and strengthening cadre loyalty. However, challenges in political competition, resistance from other groups, and the dynamics of identity politics must be anticipated so that this strategy provides maximum results for the PKS.



Figure 6. PKS slogans in the 2024 elections

In addition, Abdul Aziz, who carried the PKS slogan, namely cheap food, easy work and easy health, was also one of the impacts in Abdul Aziz's victory (Zakaria, 2024) [24]. Slogans are not just a political branding tool, they also serve as a means to build an emotional bond with voters. The Slogan of the PKS highlights the concern for the community, especially in the social and economic aspects. This is in line with the results of research that shows that PR communication PKS in Jakarta contribute to improving the image of the party through the use of social media and social activities. As a center of urbanization, Jakarta has a younger and more critical electorate. Therefore, the inclusive and modern PKS slogan is designed to attract the attention of this segment, especially by utilizing digital media to effectively spread the campaign message (Febrianti, 2023) [25].

#### IV. CONCLUSIONS

The conclusion of this study is that the political strategy carried out by Abdul Aziz is running well and successfully. The political strategy that prioritizes face-to-face with the community is one of the main factors, besides that social media also plays a role in the campaign that Abdul Aziz did. The role of community leaders and national political figures also did not escape being one of the factors that strengthened Abdul Aziz's victory in the 2024 legislative election in Jakarta. Abdul Aziz's success in the 2024 legislative election in DKI Jakarta's 10 electoral districts (Dapil) cannot be separated from various political strategies and campaigns that are effectively implemented. As a legislative candidate from the Prosperous Justice Party (PKS), Abdul Aziz was able to utilize a community-based approach by actively engaging in various social and religious activities. This approach allows him to build a close relationship with the community as well as understand firsthand the aspirations they have. In addition, digital campaign strategies are also a key factor in increasing its electability. Optimal use of social media provides an opportunity for Abdul Aziz to reach a wider range of voters, especially in urban areas that have high access to digital information. With consistent and effective political communication, he managed to build an image as a legislative candidate who cares about the interests of the community. Its success is also supported by campaign programs that are not only oriented to religious issues, but also raise real problems faced by urban communities, such as education, health, and infrastructure. Thus, Abdul Aziz not only drew support from the traditional voters of the PKS, but also from those who prioritize concrete solutions in public policy. In addition to the strategy implemented directly, the support of the PKS loyal voter base also strengthened its position in the election. PKS is known to have a solid network of cadres and sympathizers, who play an active role in socializing Abdul Aziz's program at the grassroots level. Another contributing factor was the influence of popular political figures, such as Anies Baswedan, who had ideological affinity with the PKS. This relationship provided an added advantage for Abdul Aziz in increasing his political appeal among voters who supported a change of national

leadership. From the results of this study, it can be concluded that Abdul Aziz's victory is not only the result of the popularity of the party, but also a reflection of an effective campaign strategy and adaptive to the political dynamics in Jakarta. Its success shows that the combination of a direct approach to society, the use of digital technology, the strengthening of a loyal voter base, and the support of influential political figures is the main key to winning political contestation in the modern era. From the results of this study, it can be concluded that Abdul Aziz's victory is not only the result of the popularity of the party, but also a reflection of an effective campaign strategy and adaptive to these.

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