



Door-to-Door Strategy of PDI-Perjuangan's in winning the Majority of Regional People's Representative Council Seats in Central Java Province in the 2019 Election

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ABSTRACT

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This study analyzes the PDI-Perjuangan door-to-door strategy in winning the majority of seats in the Central Java Provincial DPRD in the 2019 general election (election). to- door PDI-Perjuangan. The researcher uses a qualitative approach with the case study method, with data collected through in-depth interviews and literature study. The conceptual framework for the political communication strategy, especially the door-to- door strategy, was used by researchers to analyze the strategy implemented by the PDI- Perjuangan Central Java in the 2019 election. The discussion in this study found several things, namely: First, there are three important things used in the strategy PDI-P political communication: maximizing the entire structure of the party, the party wing, and maximizing the role of the community, volunteers to professional and hobby groups. Second, so far, political parties have worked on the network/engineering of the party's structure. The PDI-P Central Java's Door To Door Campaign (DTDC) team named the Gorong-Gorong Juang (GGJ) team worked outside the party machine. In its campaign work, the GGJ Team is oriented towards involving people living in the intervention target areas. Third, maximizing the door-to-door strategy succeeded in winning the majority of seats in the Central Java Provincial DPRD in the 2019 election. A very significant increase in the number of seats, although not all areas were intervened by DTDC.

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1. Introduction

“Good” communication is of central relevance to any political party. Good political communication involves communicating with voters and society as a whole, and internal communication with its own members within the party. Only parties with an efficient internal communication system are able to carry out efficient external communication. A good political communication strategy is prepared, one of which is to win votes in every election, both for the Legislative Election (Pileg) and the President.

Partai Demokrasi Indonesia Perjuangan (PDI-P) is one of the strongest political parties that has dominated the seats in the Indonesian People's Representative Council (DPR-RI) since the 2014 and 2019 elections. In the 2014 election, PDI-P successfully won the most seats in parliament, which was 109 seats and again won the 2019 election with 128 seats (KPU RI, 2020). One of the provinces that became the mass base and strong support for this party was Central Java Province.

Geographically, Central Java is quite strategic because it is located between two densely populated provinces, namely West Java and East Java. Administratively, Central Java consists of 29 districts and 6



cities with 565 districts and 8,568 villages. The amount of support can be seen from the results of 5 (five) elections, namely the 1999, 2004, 2009, 2014 and 2019 elections. In the Regional People's Representative Council (DPRD) of Central Java for the 2014-2019 period, the PDI-P managed to obtain a majority of seats, namely 31 seats out of a total of 100 seats. In the 2019-2024 Election, The PDI-P was still able to maintain itself as the majority owner and even increased to 42 seats.

The existence of a party base makes parties in general not only have a characteristic in their political movements but also for those who later become followers, namely their mass base or constituents (Djuyandi, 2017; Joyce, 2008; Nurwati & Nandang, 2021). Although the hegemony of the PDI-P in Central Java is very large, it still requires a good political communication strategy in order to gain as many votes as possible in every legislative election, considering the increasingly fierce competition between political parties. Another challenge faced by the PDI-P as well as other political parties participating in the general election is the tendency of the citizens' political participation to be low.

If you look at election campaigns in Europe or the United States, it appears that the concept of a successful campaign is always about voter mobilization (Keschmann, 2013, p. 95), such is the case in Indonesia. Although the focus of the political debate in this regard is on the allocation of resources, the use of social media and television, but there is another important question, namely how to reach and target the right people. The answer to this question according to Markus Keschman (2013, p. 95; Achmad, 2021) very simple: face-to-face communication and private conversation. Door-to-door is one of the most important forms of marketing (another form of meeting and debate) (Maciejewska, 2010, p. 1; Poluakan, et al., 2019). Door-to-door is one of the most time-consuming strategies in political communication that is carried out in any election campaign, but also one of the most effective. The arrival of the candidate to one's house, there is a greater chance that the person will remember the candidate (compared to reading posters, articles on social media or mass media). The urgency of the door-to-door strategy was also emphasized by the Indopolling Survey Institute (LSI). According to LSI, the public or voters prefer door-to-door campaigns (Wardi, 2019). This door-to-door strategy through trained volunteers is considered the most effective.

The explanation of the background above is the reason for the importance of research on how the political dynamics of Central Java Province as the main basis of the PDI-P and the door-to-door strategy that PDI-P did in its attempt to win the majority of seats in the Central Java Provincial DPRD in the 2019 election. Research on political strategies carried out by parties in the face of elections is not new. At least this study found several other similar studies, such as the President and Vice President in 2014 (Agama, 2015; Turtiantoro, 2016) and the strategy to win the PDI-P in the Manado Pilkada (Lumbessy, 2016). As for the strategy to win political parties in the legislative elections, including research on the PDI-P strategy in the 2019 Pileg in West Java Province (Budiana, 2020) and efforts to win the 2014 elections (Lindawati, 2014), including by Partai Keadilan Sejahtera (PKS) in 2004 legislative elections (Azlina, 2005; Umarama, 2009). From several previous studies, the researcher sees that there has been no similar research that examines specifically and in depth the PDI Perjuangan door-to-door strategy in winning the majority of seats in the Central Java Provincial DPRD in the 2019 election.

2. Method

In order to examine and further analyze how the strategy door-to-door PDI-P's won the majority of seats in the Central Java Provincial DPRD in the 2019 election, the researcher used descriptive research. Researchers used a qualitative research approach to suit the objectives and needs of the research. Qualitative research, according to Neuman, seeks to interpret the data by giving meaning and analysis to the results of the data that have been obtained during the research (Neuman, 2002).

According to Creswell, qualitative as an approach is used, one of which is to explore a problem or issue so that the understanding of the problem becomes more in-depth and complete. (Creswell, 2015, pp. 63–64). Data and facts on a problem obtained are then processed inductively to obtain a generalization and description of the problem (Creswell, 2015, p. 6). Considering that this research focuses on the analysis and meaning of data, qualitative research methods are the most suitable to be used.



Research on the PDI-P's Door-To-Door Strategy in Winning the Majority of the Central Java Provincial DPRD seats in the 2019 Election is relevant using qualitative research. While the research method used is the study method case. According to (Yin, 2012), in his book entitled Applications of Case Study Research, the case study research process is a "linear but iterative process" with practical and technical discussions on every element of case study research: planning, design, preparation, data collection, analysis and reporting. It is said to be a case study if the research subject is about how/why, has little opportunity to exercise control over the events under study, and focuses on contemporary phenomena.

Researchers describe the Central Java phenomenon as the main basis of the PDI-P first, before finally focusing on the political communication strategy door-to-door carried out by the PDI-P in the 2019 Pileg in Central Java Province as a case study. There are two types of data used in this study, namely primary data obtained through in-depth interviews and secondary data collected through documentation and literature studies. The informants who became resource persons in in-depth interviews conducted by researchers were:

Table 1.
List of Research Informants

No.	Name of	Position
1.	Utut Adianto Wahyuwidayat	1. Member of DPR-RI Electoral District of Central Java VII 2. Chairman of the PDI-P Faction DPR-RI Deputy Chairman of the DPD PDI- P of Central Java Province
2.	Sofwan	Province
3.	Yanu	Staff of the Central Java PDI-P DPD

3. Result and Analysis

3.1 Central Java as the Main Base of the PDI-P

The Indonesian Democratic Party (PDI) is the result of a merger of several parties, namely PNI, Murba, IPKI, Parkindo, and the Catholic Party. PDI fulfilled the political jargon of Marhaenism, and introduced the jargon as a "partywong cilik", the point of which was to attract the sympathy of the Marhaen community, Soekarno's followers and those who were marginalized by the New Order. PDI found momentum when Soekarno's children such as Guruh Soekarnoputra and Megawati Soekarnoputri began to participate in political battles in the 1992 General Election and generated sympathy among young people. The popularity and electability of Soekarno's two children proved to have an effect on the election.

Following the fall of President Soeharto on May 21, 1998, a new government had to be formed immediately. The constitutional mechanism to form the new government is to hold elections. In order to get around the law so that the Indonesian Democratic Party chaired by Megawati Soekarnoputri could participate in the 1999 elections, it was renamed PDI-Perjuangan (Indonesian Democratic Party of Struggle), to be precise on February 14, 1999. The 1999 elections were held in order to gain new political legitimacy, and were successful. changed the political map which was won by Golkar six times. This time, the PDI-P emerged victorious, but it was followed by various political dynamics.

The results of the 1999 election, which was participated by 48 political parties and won by PDI-Perjuangan with 35,689,073 votes or 33.74% (153 DPR seats) gave Megawati the first opportunity to occupy the position of President. However, Abdurrahman as General Chair of the National Awakening Party (PKB) with 13,336,982 votes or 12.61% was spearheaded by Amin Rais from the National Mandate Party (PAN) to form the Central Axis coalition as the opposition which won the presidential election battle.

The reaction to Megawati's presidential election defeat by the MPR shows how militant, loyal and emotional the PDI-P cadres are in Central Java after learning about the fate of their leader. The Surakarta City Hall was burned by the masses, in various areas cadres and masses gathered to show solidarity and loyalty to the party leadership by holding banners that were used as thumbprints covered in blood. In the city of Semarang, the Gotong royong Command Post, which is quite solidly built, is located on Jalan Majapahit at the end of Jalan Kimar, tied with steel ropes to be dragged by a truck until it crumbles (Turtiantoro, 2020, p.



4). However, less than halfway through his term of office, Gus Dur was removed and replaced by Megawati as President with Hamzah Has as Vice President. A tough challenge arose ahead of the 2004 General Election.

The euphoria of the PDI victory in the 1999 elections, including in Central Java, made consolidation difficult, internal conflicts occurred, divisions were difficult to prevent, plus many cadres who sat in political positions were also disappointing (Turtiantoro, 2020, p. 4).¹ Competition between elites tends to divide internal parties both vertically and horizontally from the center to the regions. The elite split had an impact on many party lines, but for Central Java the impact of the split was insignificant. Even though nationally, the two regional elections failed to bring Megawati to the presidency, the results of the Pilleg and the Pilkada in Central Java were still fluctuating and still managed to maintain their position as the biggest contributor of votes. The success of the PDI-P in winning the majority of seats in Central Java, for example, can be seen in the results of the 2019 legislative elections. The following table shows the seat acquisition for the Central Java Provincial DPRD for the 2019-2024 period:

Table 2.
Data from the 2019 Elected PDI-P DPRD for Central Java Province
(Puskapol UI, 2019)

DAPII	Total Seats	Acquisition of Seats
Central Java 1	6	3
Central Java 2	7	2
Central Java 3	10	2
Central Java 4	6	2
Central Java 5	8	3
Central Java 6	10	5
Central Java 7	10	5
Central Java 8	8	4
Central Java 9	8	2
Central Java 10	11	3
Central Java 11	12	4
Central Java 12	12	3
Central Java 13	12	4
Total	120	42

The level of identity of a political party can be observed from the social base of its supporters (Prayitno, 2012, p. 299). The community provides support for a political party after identifying its political orientation with the party's ideology or policy. The PDI-Perjuangan has consistently played the role of self-actualization of the "underprivileged" and marginalized communities known as the "Cilik" jargon WongParty. In addition to the slogan "WongParty", the masses of PDI-P loyalists also uphold the Cilikslogans "Pejah Gesang Nderek Mbak Mega" and "Let Gepeng Stay Bull". PDI-P is able to build loyalty, militancy and pride as party cadres with a pattern of "relationships patron client" that protect and strengthen party solidarity.

Central Java was able to prove itself as the "Cage of the Bull" which could not be separated from the party's ability to consistently guard and socialize its ideology through gradual education and training activities. In addition, it is carried out through working meetings, political meetings and general meetings that take advantage of the election and general election momentum, changes in management, political speeches from party leaders, or in other words the formation of structural and non-structural cadres. In addition, the strength or superiority of PDIP from an ideological point of view is that there are quite a number of structural and non-structural cadres who are loyal and militant under the mass base, remaining loyal to the party even though they have few.

3.2 Political Communication Strategy of the PDI-P on the Winning of the 2019 Legislative Election in Central Java Province

Political parties, like other organizations, must have management that is supported by the party's structural ranks. The structural role of the party must have strong knowledge of the duties and functions of political parties in carrying out the party's vision and mission as a political force. PDI-Perjuangan has five

levels of structure, namely the DPP (Central Leadership Council; Central Executive), DPD (Regional Leadership Council; Regional Management) and DPC (Branch Leadership Council; Branch Management). The last level consists of PAC (Sub-Branch Management, Sub-Branch Management at the District level) and Public Relations (Twig Management; Branch Board at the Village/Kelurahan level). The Central Java DPD is one of 34 DPD under the PDI-P.

According to Nuniek Sriyuningsih, Former Secretary of the Central Java PDI-P, the Central Java PDI-P also cooperates with actors outside the party (Prayitno, 2012, p. 299; Prawira & Yogie, 2018). The actors in question are Non-Governmental Organizations (NGOs) and students and student organizations. Bona said that the frequency of recruitment and development of supporting masses was very often carried out by the PDI-P (Prayitno, 2012, p. 299). Not only that, the PDI-P also established various wing organizations such as the Indonesian Young Bull (BMI), Baitull Muslimin, and Taruna Merah Putih (TMP) to strengthen its mass base. Aside from being a support base, mass networking is an effort to implement a more massive and structured election political communication strategy. With a mass network, it can help the party to increase, or at least maintain the level of public trust in the party. Apart from using mass networks by establishing relationships with certain populist groups, PDI-P also carries out its strategy through political communication with organizations that have emotional closeness, such as KMB, KNPI, GMNI, and Pemuda Demokrat (Prayitno, 2012, p. 300; Maulida, 2020).

There are three important things that are used in the political communication strategy of the PDI-P. First, maximizing the entire structure of the party, including factions, members of the Provincial DPRD, Regency/Municipal DPRD members to branch managers. Second, maximizing the wings of political parties such as BMI and TMP to target the millennial generation through social media (social media). Third, maximize the role of the community, volunteers to professional and hobby groups. Millennials are one of the focuses in this strategy.

The three important things used in the PDI-P's political communication strategy in Central Java were generally carried out through two events, namely direct campaigns (door to door) and campaigns using mass media and social media. The direct campaign was carried out by party volunteers by mobilizing knocking on the doors of residents' homes and inviting them to vote; who work to bring campaign props such as leaflets, calendars, stickers and so on, and explain their vision and mission. Meanwhile, the air political communication strategy is carried out through media mass and various social media, such as Facebook, Twitter, Instagram, YouTube, and WhatsApp.

In an interview conducted by the researcher, Utut Adiarto, Member of the Indonesian House of Representatives for the Central Java Region VII as well as the Chair of the PDI-P faction in the DPR-RI and Deputy Secretary General of the PDI-P for Internal Affairs, said that in the Strategy for Winning the Election or electoral victory, the PDI-P of Central Java divided several types. winning activities take several forms, as illustrated in the following chart (Adiarto, 2021):

3.3 Chart 1. PDI-P's Election Winning Strategy for Central Java

The use of air strategy as a political communication strategy is carried out to do two things, namely the spread of propaganda and black campaign counters. The maximization of the air strategy is in line with the massive political communication strategy carried out by the Chairperson of the Creative Economy Division of the PDI-P, as well as Megawati Soekarnoputri's daughter. Prananda uses social media to build branding party and prioritizes social media as one of the main campaign tools. This is because the air strategy which includes public space, cyber, social media has two functions, namely the communication function to raise the image and increase popularity, and the function as a forum for aspirations for constituents. The campaign through the mass media is carried out by carrying out a strategy of forming/leading public opinion in the mass media through campaigners and spokespersons for political parties. In the end, consolidation was carried out with reference to all party officials, cadres and sympathizers moving to win the PDI-P legislative candidates in the Central Java Pileg. Campaign funds will be used to finance the final winner, a campaign door-to-door, and pay tens of thousands of witnesses on election day.

3.4 PDI-P's Door-To-Door Strategy in Winning the Majority of the Central Java Provincial DPRD seats in the 2019 Election



In the 2019 Pileg winning strategy, Utut Adianto in his interview on March 12, 2021, said that, in addition to the campaign activities carried out by the Structural Party and legislative candidates in each electoral district, the Party DPD activated the Gorong Gorong Juang Team, which has the main task of carrying out the "Door ToDoor Campaign" or DTDC. The DTDC Campaign Team in the Central Java PDI-P, not the Structural Party or the Caleg Timses, but a special team that works and is responsible to the Central Java PDI-P DPD. The working principles of the Gorong Gorong Juang Team are as follows:

- a. Whereas the principle of winning the Legislative General Election is to increase the total number of votes for the Party first. The total number of votes acquired by the Party, namely: the votes acquired by voting for the party's image plus the accumulation of votes acquired by voting for the name of the legislative candidate. The greater the total number of votes acquired by the Party, the more seats will be obtained in an electoral district.
- b. So far, political parties (particularly the PDI-P) have worked to rely on the party's structural network/engine. The Gorong-Gorong Juang volunteer team worked outside the Party machine; are supportive of campaign work and are not directly connected to the Party machine.
- c. In the campaign work, the Gorong-Gorong Juang Team was oriented to involve the people living in the intervention target areas. Therefore, in the process of recruitment, socialization, to the installation of campaign attributes, it is carried out on site (in-site) and involves residents. The citizens involved are automatically expected to become loyal voters or strong supporters (both parties and candidates being campaigned for).
- d. The way the Gorong-Gorong Juang Team works is different from the winning consultant team, which mostly employs volunteer workers from outside the region. In the electoral campaign, Utut Adianto also reiterated the importance of understanding the 4 (four) phases for a candidate to be elected, which are as follows:

Chart 2.
Four Phases for a Candidate to be Elected
(Adianto, 2021)



In the chart above, the order is:

- a. Known (voters must first know who they want to be elected);
- b. Liked (after getting to know, voters tend to choose the preferred figure);
- c. Elected (voters determine their attitude to elect certain parties and candidate figures);
- d. Supported (voters become loyal and militant supporters and are moved to expand and recruit new voters' support in order to elect the Party and/or Caleg they have chosen).

In the context mentioned above, Yanu, staff of the Central Java PDI-P DPD explained how the GGJ Team's duties were. The tasks of the Juang Gorong-Gorong Team (GGJ) are as follows (Yanu, 2021):

- 1) Increase the level of recognition (popularity) of the parties and candidates being campaigned for.
- 2) Increase the level of likes and decrease the level of dislike of the parties and candidates being campaigned for.
- 3) Increase the level of electability of the parties and candidates being campaigned for.
- 4) Increase the level of militancy support (strong supporters) for the Party and Caleg, which is being campaigned.

Yanu also explained how the stages of work carried out by the Gorong Gorong Juang Team. The work stages of the Juang Gorong-Gorong Team are as follows (Yanu, 2021):

Table 3.
Stages of Teamwork Culvert Juang

NO	Stages of	Explanation
1.	Volunteer Recruitment Stage	Volunteers are recruited in stages with the following levels: <ul style="list-style-type: none"> - District Coordinator - District Level Coordinator - Village Level Coordinator - Volunteer Member of Gorong-Gorong Juang (GGJ) Volunteers recruited pay attention to the following factors: <ol style="list-style-type: none"> 1. Not a structural member of the PDI-P. 2. Domiciled in the intervention work area marked with a KTP.
2.	Stage of Training and Socialization	Volunteers who have been recruited then receive training with a curriculum that has been prepared by the Provincial/District Coordinator, and so on. The contents of the training include, as follows: <ol style="list-style-type: none"> 1. Socialization about the tasks and division of tasks for GGJ volunteers. 2. Socialization and Training on Standard Operating Procedures (SOP) for installing campaign attributes (public space) and DTDC campaign activities). 3. Socialization and training on regulatory signs in the field of elections, aims to enable volunteers to be able to carry out diplomacy in the field when dealing with related parties, about what is allowed and prohibited in Pilleg campaign activities.
3.	Stages of Preparation of Election Campaign Completion Attributes (APK)	The attributes that are prepared include: <ol style="list-style-type: none"> 1. Campaign Props (APK) for Volunteers and Residents in the form of uniforms (t-shirts or clothes) 2. APKs for public spaces which include: posters/rontek; banners, banners, billboards; pamphlets, and stickers. 3. DTDC Campaign Tools which include: <ul style="list-style-type: none"> - Brochure about Party and Candidate profiles - Candidate stickers with the Party logo - Gifts/
4.	Stages of Field Operations	<ol style="list-style-type: none"> 1. It begins with installing APKs in public spaces to increase awareness and popularity of the parties and candidates being campaigned for. 2. Upon waking awareness and increased popularity, further ditindaklanjuti with DTDC to build a level of engagement[engagement]between citizens and candidates (and Party), which campaigned. 3. The DTDC campaign was carried out in several stages, namely: <ul style="list-style-type: none"> - Identification stage through DPT (Permanent Voter List) - Scoping Stage (with stickers installed in residents' houses) - Follow-up stage (prospecting) Families (KK) who have the potential to become voters and supporters. - The finalization stage is to ensure that the KK who have been identified as voters and supporters come/present at the TPS to vote at the voting booth.



NO	Stages of	Explanation
		4. The DTDC stages mentioned above will be explained in a special section or chapter.

The *Door To Door Campaign* (DTDC) run by the Gorong-Gorong Juang Team has stages that must be carried out. Sofwan in his interview also explained in detail what and how the stages were carried out by the GGJ Team during the DTDC campaign. The following are the stages (Sofwan, 2021):

Table 4.

Door To Door Campaign (DTDC) Stages

NO	Stages	Activity
1.	Public installation of APK in room	Installing APKs in residential settlements by involving villagers/hamlets. Residents who are willing to have APK installed in their yards, a sign that these residents are willing to accept the Candidates/Parties, who are being campaigned for. Citizen involvement and participation is very important and a major factor. In this phase, APKs in the form of clothes (t-shirts) have begun to be distributed to build an atmosphere of movement.
2.	Phase identification through DPT (Permanent Voters List)	Each volunteer group is provided with a Permanent Voters List (DPT), which becomes the basis for working in the field.
3.	Scoping Stage (with stickers installed in residents' houses)	Each team consisting of 2 (two) personnel is tasked with visiting houses according to the agreed DPT. During the first visit, the Team brought stickers and brochures/leaflets about the profiles of candidates for which they were campaigning. From here it will be seen which KK, who are willing to consider choosing the candidate/party being campaigned for, from whether they are willing to have a sticker on their house.
4.	Follow stage up(prospecting) Families (KK) who have the potential to become voters and supporters.	For residents, whose houses still have stickers attached; and new families who were moved to join in on the support; then visited again to be given gifts / gifts - the type of which is adjusted to the characteristics of the region and the results of the survey.
5.	Finalization stage, ensuring that KK who have been identified as voters and supporters come/present at the TPS to vote at the voting booth.	The team returned to the houses that had received gifts/gifts to deliver invitations from the Party/Caleg (which was being campaigned). The invitation is called Get Out The Voter (GOTV), which is accompanied by gifts, such as headscarves, mugs, sarongs, etc.

The decision to implement the "strategydoor to door" in the 2019 Legislative Election in Central Java above is based on the results of a survey conducted by the Central Java PDI-P DPD, as well as in the context of winning the 2019 Presidential Election in Central Java Province. There are several considerations for the selected Regency/City areas to be implemented The "door to door" strategy based on the results of an interview with Sofwan, Deputy DPD PDI Perjuangan Central Java Province is as follows (Sofwan, 2021) :

- a. The results of electoral surveys that are carried out regularly.
- b. Availability of budget to carry out DTDC campaign activities. In the end, the DTDC strategy can only be implemented with the support and guarantee of the availability of financing to carry out the DTDC stages in an area. The DTDC stages that are not completely implemented will result in electoral results that are not in accordance with the program design and plan.
- c. Based on the availability of the budget, the priority areas are determined to be implemented by the DTDC.
- d. The results of political communication with stakeholders (stakeholders) of the Three Pillars of the Party at three levels, namely the Party DPP, Central Java Party DPD, and Party DPCs, to determine priority areas.

Based on the considerations above, out of 35 districts/cities, not all Electoral Districts were treated by the Gorong-Gorong Juang Team, both public space intervention and DTDC. According to Sofwan, the success rate of DTDC implementation in Central Java Province was marked by a very significant increase in the number of seats, although not all areas were intervened by DTDC. Some examples of indicators of successful implementation of DTDC in Central Java are as follows:

Table 5.
Indicators of Successful Implementation of DTDC in Central Java

INDICATOR	2014	2019	DESCRIPTION
PDI-P Provincial DPRD seats	27 seats	42 seats	
Wonogiri Regency DPRD seat	13 seats	28 seats	Full intervention
DPR RI seats in the Central Java electoral district 4	2 seats	4 seats	Full intervention

4. Conclusion

The PDI-Perjuangan has consistently played the role of self-actualization for the “underprivileged” and marginalized communities, known as the “Wong Cilik Party” jargon. PDI-P was able to build loyalty, militancy and pride as party cadres. If the conclusions drawn, the discussion in this study managed to find a few things: First, there are three important things that are used in the strategy of political communication PDI: maximize the entire structural party, wing of the party, and to maximize the role of the community, volunteer to professional groups and hobby. Secondly, for political parties to work relying on a network / structural machinery of the party. Campaign teams Door To Door Campaign (DTDC) PDI Central Java named Tim culvert Juang (GGJ) working outside the party machine. In his campaign work, team-oriented GGJ involve communities living in the areas targeted intervention. Third, maximizing strategy of door-to-door managed to bring laurels majority of seats in Central Java Provincial Parliament in the elections of 2019. The increase in the number of seats is very significant, although not the entire region DTDC intervened.

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