



# Implementation of the Political Public Relations Approach of DPD PKS Bekasi Regency in Fostering and Maintaining Good Relations with the Public

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## ABSTRACT

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For political parties, the Public Relations (PR) approach has a very important and strategic role, especially in fostering and maintaining good relations with the community. to the public to be better known and trusted so that it has a positive image. Likewise with DPD PKS Bekasi Regency which uses a PR approach as one of its strategies. With a fairly loyal mass base, the development of a political community is the strategy chosen by the Bekasi Regency PKS DPD to foster and strengthen the PKS volunteer base in the Bekasi Regency area. This study aims to describe the implementation of the PR DPD PKS approach in Bekasi Regency in fostering good relations with the public. The method used in this research is descriptive qualitative. Data collection was obtained through interviews and documentation. From this research, it shows that the PR approach taken by DPD PKS Bekasi Regency in fostering good relations with the public is by building a political community.

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## 1. Introduction

In the era of democracy, the performance of political communication of a political party can be seen from the implementation of its communication strategy. Political communication that uses PR as a communication strategy is known as political public relations (PR Politics), which is defined by Stromback in (Dewi, 2016) as "the management process by which an organization or individual actor for political purposes, through purposeful communication and action. , seeks to influence and to establish, build and maintain beneficial relationships and reputations with its key publics to help support its mission and achieve its goals". Political Public Relations (PR), is a political communication strategy that uses the basic concept of public relations, namely building two-way communication and optimizing listening skills.

Political Public Relations is the process of managing an organization or individual actor for political purposes through communication and action aimed at influencing, building and maintaining relationships and reputations that benefit the public primarily and support the mission in achieving its goals. (Stromback and Kiousis, 2011).

Public Relations (PR) Politics for a political party has an important and strategic role in maintaining good relations with the community. Along with the times, political public relations is required to be more adaptive, collaborative and flexible. To meet these demands, Political PR must use a strategy that involves the public. One approach that can be used for Political PR is the development of a political community. As a political party that continuously strives to get closer to the community, the Prosperous Justice Party (PKS) needs to foster and maintain good relations through Political PR.



The Prosperous Justice Party (PKS) is a political party in Indonesia that is based on Islamic ideology. One of the PKS Regional Management Councils (DPD) which is located in the province of West Java and has a quite strategic location because it is one of the supports for the capital city is the Bekasi Regency PKS DPD. By having 10 out of a total of 50 seats in the Bekasi Regency DPRD in the 2019-2024 period, PKS' position becomes important and strategic. This gain is an increase of 100% from the previous period's acquisition of only 5 seats. The increase in the number of seats for PKS legislative members in the Bekasi Regency DPRD cannot be separated from PKS' strategy in attracting cadres and sympathizers, as well as by always being present and fostering good relations with the public with a Political PR approach.

The purpose of this study is to describe the approach to Political Public Relations carried out by DPD PKS Bekasi Regency in fostering good relations with the public. Academically, this research is expected to provide scientific contributions related to the study of Communication Science, especially in terms of the Political Public Relations Approach carried out by political parties. In addition, this research is also expected to be a contribution in the form of practical guidelines for implementing the Political PR approach for organizations, especially political parties that are useful for fostering good relations with the public and other general public.

According to Cangara (2009) "political communication is a communication process that has implications or consequences for political activity". In another sense, political communication is a communication activity that is considered political communication based on the consequences (actual and potential) that regulate human actions in conditions of conflict (Nimmo: 2010). Meanwhile, political communication is not only communication from political actors to voters with a view to achieving certain goals, but also communication addressed to politicians by voters and newspaper columnists, as well as communication about political actors and their activities. found in news, editorials, and other forms of media political discussion (McNair, 2003).

According to Arifin (2003), there are several forms of political communication that are usually carried out by political communicators to achieve their political goals, namely as follows: (1) Rhetoric, comes from the Greek word Rhetorica, which means the art of speaking, originally used in debates in courtroom to influence each other so that it is an interpersonal activity. Then it developed into a mass communication activity, namely giving a speech to the public. (2) Political agitation, comes from the Greek word agitare, which means to move or move. Agitation aims to arouse the people to a political movement, both verbally and in writing by stimulating and arousing the emotions of the audience. Starting with how to create contradictions in society and move the audience to oppose the realities of life experienced. (3) Propaganda, comes from the Latin Propagare, which means to plant the shoots of a plant. Propagandists are people who carry out propaganda that is able to reach a larger collective audience, usually politicians or political party cadres who have abilities that are easily affected by suggestions. (4) Public Relations Politics, is an alternative effort to counterbalance propaganda that is considered harmful to social and political life. Public Relations Politics aims to create a trusting, harmonious, open or accommodating relationship between politicians, professionals or activists (communicators) and audiences (cadres, sympathizers, the general public). (5) Political Campaign is a form of political communication carried out by people or groups (organizations) at a certain time to obtain and strengthen political support from the people or voters. Political campaign is a series of planned communication actions with the aim of creating a certain effect on a large number of audiences which is carried out continuously over a certain period of time. (6) Political Lobby, the term lobby refers to a place where guests are waiting to chat at the hotel. In political lobbying, the influence of a politician's personality is very influential, such as competence, mastery of problems and charisma. Political lobby is the most important arena for politicians or cadres to talk about power, influence, authority, conflict and consensus. (7) Mass Media,

From Arifin's opinion, Political Public Relations which is a form of political communication is considered to have a very important and strategic role for political parties. According to Stromback and Kioussis (2011) Political Public Relations is the process of managing an organization or individual actor for political purposes through communication and action aimed at influencing, building and maintaining relationships and reputations that benefit the public primarily and support the mission in achieving its goals. The concepts of public relations have similarities between one concept and another, namely: First, public relations itself is a management function; Second, public relations is the management of communication between an organization and its publics; Third, the relationship between the organization and the public; Fourth, the relationship between the organization and its public is mutually beneficial (Rusfian, Effy & Nuhajati, 2015)

The understanding of political public relations is as follows: (1) Political public relations is related to the process of serving the internal public and the external public of an institution or political organization, such as

a party; (2) Political public relations is usually related to a number of issues and special dynamics that are managed to get the attention of the voters (voters); (3) Political public relations has an orientation towards gathering the widest possible support for the audience through various channels that can be utilized from formal to informal channels (Heryanto, & Zarkasi, 2012).

Public Relations Politics is a persuasion activity carried out against the public, both internally and externally an institution. There are at least eight approaches that are common and commonly used in the study of political PR (Heryanto, 2012), including: (1) Political Relations with the Public (political relations publicity). This approach is actually influenced by public relations practices in America. This approach focuses on the process of identifying, seeking and managing relationships with key people. (2) Grunigian Political Paradigm, in short, according to Grunig and Hunt, this approach views PR as the management of communication between an organization and its publics. (3) Political hype, political hype is public relations work that takes a publicity approach. The formula is "to make noise" to reach the audience's attention. Thus, most of the persuasion is done through media relations. The use of press releases and building personal relationships with journalists is the work that stands out in this approach. (4) Political persuasion, political persuasion is a pluralist approach that positions power relations not the same. Steps of persuasion is an effort to enrich information and change behavior in synonymous with propaganda. (5) Management of Political Relations, the purpose of this approach is to put pressure and lobby in influencing government policies. This approach maximizes ideas and contacts with individual activist organizations that are part of community policy. (6) Public Reputation Management, this approach emphasizes cross-relationship management. Focus on identification, arrangements and changes to the reputation of the organization. This approach uses a persuasion approach to sharpen opinions, both for key audiences and public opinion. (7) Public Political Relations, public political relations is a perspective used in Europe which focuses on "working in public" by paying more attention to handling human rights issues in freedom of speech. (8) Political Community Development, this approach is commonly used in The Nid West America. This approach is considered suitable because it can reduce conflict. Public political relations is a perspective used in Europe which focuses on "working in public" by paying more attention to the handling of human rights issues in freedom of speech. (8) Political Community Development, this approach is commonly used in The Nid West America. This approach is considered suitable because it can reduce conflict. Public political relations is a perspective used in Europe which focuses on "working in public" by paying more attention to the handling of human rights issues in freedom of speech. (8) Political Community Development, this approach is commonly used in The Nid West America. This approach is considered suitable because it can reduce conflict.

Community comes from the Latin *communitas* which means "similarity", then it can be derived from *communis* which means "same". Community is defined as a group of people who care about each other more than they should, where in a community there is a close personal relationship between members of the community because of the common interest. In the human community, the individuals in it can have the same intentions, beliefs, resources, preferences, needs, risks, hobbies and a number of other conditions. According to Crow and Allan, community can be divided into 3 components: First, based on location or place. Second, based on the area or place a community can be seen as a place where a group of people have something in common geographically, get to know each other so as to create interaction and contribute to the environment. The third, based on the interests of a group of people who founded a community because they have the same interests and interests, such as religion, occupation, ethnicity, race, hobbies or based on sexual disorders. Interest-based communities have the largest number because they cover various aspects. With the division of the community above, a group of people who have the same interests and interests in politics can be called a political community. Interest-based communities have the largest number because they cover various aspects. With the division of the community above, a group of people who have the same interests and interests in politics can be called a political community. Interest-based communities have the largest number because they cover various aspects. With the division of the community above, a group of people who have the same interests and interests in politics can be called a political community.

Several previous studies related to Political Public Relations and Political Community Development as an approach strategy, namely: (1) Political Public Relations Approach in Social Media in Formation of Political Image; Anggie Ayu Astria Latuperode Pissa ; Journal of Public Relations-JPR Volume 3 Number 1 April 2022. This journal describes the elaboration of the Political Public Relations approaches used by Anies in uploads to the @aniesbaswedan account in forming self-image. (2) Digital Media Relations Public Relations Approach in Disseminating Social Distancing in Bandung; Dasrun Hidayat, Leili Kurnia Gustini, and Megawati Puspa Dias;



Journal of Communication Studies, Volume 18 Number 3, December 2020, pages 257-268 ; This journal analyzes the public relations approach through digital media relations in disseminating social distancing policies in the Bandung City government. (3) Online Media and Digital Public Relations Political Work of the DKI Jakarta Provincial Government; Asep Bidin Rosidin and Abdul Hamid; DISCUSSION: Scientific Journal of Communication Studies, Volume 19, No. 2, December 2020, 164-174. resulted in the fact that political public relations has taken advantage of new media to disseminate information quickly and thoroughly according to the characteristics of new media that can be accessed globally and efficiently. (4). The Importance of the Existence of the ASEAN Political Security Community in Resolving Regional Conflicts; Hendra Maujana Saragih and Yanyan Mochamad Yani; Populist : Journal of Social and Humanities Volume 4, Number 2, Year 2019. This journal analyzes the Political Security Community which is expected to play a major role in being the frontline of ASEAN in an effort to repair relations that have been torn apart by conflict. (5) Internet-Based Strategic Politics on the Facebook Account of the Indonesian Farmer Community; Ahmad Badari Burhan; Communicatus: Journal of Communication Science Volume 1 Number 2 (2017) 119-138. This journal shows that the use of Facebook as a social networking site by the Indonesian farming community is still dominated by the sharing of information and knowledge. In addition, strategic political discourses appear occasionally related to government policies that are considered less in favor of farmers. (5) Internet-Based Strategic Politics on the Facebook Account of the Indonesian Farmer Community; Ahmad Badari Burhan; Communicatus: Journal of Communication Science Volume 1 Number 2 (2017) 119-138. This journal shows that the use of Facebook as a social networking site by the Indonesian farming community is still dominated by the sharing of information and knowledge. In addition, strategic political discourses appear occasionally related to government policies that are considered less in favor of farmers. (5) Internet-Based Strategic Politics on the Facebook Account of the Indonesian Farmer Community; Ahmad Badari Burhan; Communicatus: Journal of Communication Science Volume 1 Number 2 (2017) 119-138. This journal shows that the use of Facebook as a social networking site by the Indonesian farming community is still dominated by the sharing of information and knowledge. In addition, strategic political discourses appear occasionally related to government policies that are considered less in favor of farmers.

The similarities of this research with the previous research mentioned above is using the theory of Political PR Approach and Political Community Development. However, this journal describes more about the implementation of the Political PR approach carried out by political parties through the development of political communities. By identifying the habits of conventional political PR activities, such as through press releases inviting the media, or nowadays more hits using social media, the choice of the Bekasi Regency PKS DPD by using political community development for this Political PR approach is interesting to study.

## **2. Method**

This research is descriptive with a qualitative approach. The focus of this research is the Political PR approach carried out by DPD PKS Bekasi Regency in fostering good relations with the public through a political community development strategy.

The time period in this research was carried out from February to May 2022. The data collection techniques used were interviews and documentation. An interview is a form of communication between two people, involving someone who wants to get information from someone else by asking questions based on a specific purpose. Likewise, this study used interviews by asking questions (Mulyana, 2003). The research data were obtained directly from informants who were selected using the purposive method, namely choosing 2 core party administrators because they were considered competent and influential informants in decision making, consisting of the Chairperson and Secretary of the Bekasi Regency PKS DPD.

In this research, the data analysis used is interactive flow analysis. According to Matthew B. Miles & Michael Hubberman (2002), data analysis consists of 3 activities, namely: (1) Data Reduction, (2) Data Presentation and (3) Conclusion Drawing and Verification.

## **3. Results and Discussion**

The Prosperous Justice Party (PKS) is a political party in Indonesia that is based on Islam. The party was founded in 1998 with the initial name the Justice Party (PK), PKS made its debut in the 1999 elections by winning 1.43 million votes or 1.36% of the total national valid votes. Then, in the 2004 election, PKS was able

to gain 8.33 million votes (7.34%), in the 2009 election it won 8.23 million votes (7.89%), and in the 2014 election it got 8.46 million votes (6.77. %). PKS's highest achievement was achieved in the 2019 Election, with 11.49 million votes (8.21%). The number jumped by 3.04 million votes, up about 36% from the gains in the previous election. (katadata.com :2022)

PKS consists of 34 Regional Leadership Councils (DPW) in which each DPW has several Regional Leadership Councils under it. DPD PKS Bekasi Regency is a DPD which is under the DPW of West Java. As an area located in an industrial area as well as a buffer for the capital city, the existence of the Bekasi Regency PKS DPD has a strategic role and function for the party.

In the 2019-2024 period, Bekasi Regency PKS has 10 of the total 50 seats or 20% in the Regency DPRD. This makes PKS' position in Bekasi Regency an important and strategic position. In the next period (2024-2029), there is a proposal to increase the number of seats for members of the Bekasi Regency DPRD from 50 to 55. This proposal has been officially submitted by the Bekasi Regency KPUD to the Central KPU taking into account the population of Bekasi Regency which has increased and exceeds 3 million. soul.

In addition to the importance of political parties to always approach the community, with this discourse on adding seats, the Bekasi Regency PKS DPD needs to prepare a special strategy in order to be able to take advantage of this condition and become the party with the most seats in the DPRD and increase the party's vote acquisition at the regional level. Related to this, the PKS DPD has implemented several strategies, one of which is the Political PR approach. The political PR approach taken by DPD PKS Bekasi Regency to foster and maintain good relations with the public is to build a political community.

From the results of interviews with the Chair and Secretary of the Bekasi Regency PKS DPD, information was obtained that PKS has various communities involving cadres, sympathizers and also the general public. The communities built include the Nusantara Gymnastics Community (KSN), the Garuda Justice Community, the PB Sejahtera Badminton Community, the Bicycle Community, the Futsal Community, the Young PKS Farmers Community, the PKS Friends Community, the Friday Blessing Community and the Taklim Assembly Community. Of the several communities formed, it is more visible as a community that reflects Islam as the ideology of PKS. However, the presence of the sports community is expected to balance this condition and at the same time accommodate the interest of the general public who are more interested in their sporting activities.

The formation and development of several communities in various fields is nothing but an effort to get closer to the public and the general public. So far, the stigma of PKS in society is better known as a party that tends to be exclusive and is only in demand and is intended for certain people. By starting to expand the fields and interests of the community not only in fields directly related to Islamic ideology such as recitation, here DPD PKS Bekasi Regency seeks to gain sympathy from the general public so that it is hoped that an image of PKS is more open and always present in the community. Of the several communities that have been built, the Nusantara Gymnastics Community and the Bicycle Community are the communities that are most in demand by the public. This is inseparable from the field of sports which is of course general in nature and everyone knows and cares about the importance of exercise for body health. The people who attended this gymnastics activity did not reflect PKS as in general, namely those who wore Muslim clothes or who covered their genitals, but also other people and even non-Muslims. In between the gymnastics music, there is an insertion of the phrase "Peee-Kaaa-Ees", which indicates that this community is a gymnastics community organized by PKS.

The gymnastics community activities are routinely carried out once or twice a week in several places in the Bekasi district including: Selasar Kopi Mino Mekarsari Tambun Selatan, Griya Asri 2 Sumberjaya Housing South Tambun, Setia Mekar Tambun Selatan BTP Housing, Setia Darma Tambun Telatan Village Office, RT 3 Lambang Sari Tambun Selatan, Ruko Madina Tridaya Sakti Tambun Selatan, Papan Mas RW 7 Mekarsari, Kalibaru Mekarsari Tambun Selatan, Kompas Indah Mekarsari Housing RW 6 Tambun Selatan, Metland Cibitung Housing, Regency 1 Cibitung Housing, Graha Prima Housing North Tambun, and Central Cikarang Tropical Housing. Each gymnastics community is usually attended by no less than 50 permanent members and usually always gets additional participants from residents who are exercising and are spontaneously interested in this joint gymnastics agenda.

#### 4. Conclusions

The political community development carried out by the DPD PKS as one of the approaches to Political PR through various community fields is a good strategy. This is inseparable from the public's response to the



presence of this community which is quite enthusiastic. Here, it can be seen that the DPD PKS Bekasi Regency is trying to accommodate various things that are of public interest in participating in community-based activities. However, these built communities are still relevant and do not conflict with the main ideology of PKS, namely Islam. From the development of these communities, it is hoped that a positive image of PKS will be created, so that good relations with the public and the general public are developed and maintained. Thus, when the election period comes,

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