



# POLITICAL COMMUNICATION STRATEGY OF DEMOCRAT PARTY TO WIN THE MAKASSAR CITY ELECTIONS

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## ABSTRACT

As one of the big parties in Indonesia, the Party Democrat's role is strategically building opinion and mobilizing social support. This research aims to analyze communication strategies and politics used by the Democrat Party to win the election head (regional elections) of Makassar City, focused on identifying and evaluating communication strategies for the politics implemented during the campaign process, including the approach used For engaging sympathy voters, managing issues locally, and establishing work with various stakeholders' interests. This research is qualitative, with study cases approach. Data was obtained through interviews with administrator Party Democrats, the campaign team, and observer politics, accompanied by an analysis of the material campaign and media coverage. Research results show that the Democrat Party adopted a segmentation-oriented communication strategy for the audience, intensive social media usage, and the delivery of messages relevant to the political needs of the Makassar City community. In addition, the party also takes advantage of strong-figure candidates as powerful central in building public trust. Interpersonal communication strategies, such as direct dialogue through visits to the community and campaign *door-to-door*. Usage length strengthening public infrastructure empowerment has become the focus of the economy, and the empowerment office has become the focus of the narrative campaign. However, research also reveals challenges, including competition strict with party others, management hoaxes on social media, and limitations in sourcing power to reach all segment voters. This expectation can be a reference for political parties and others in designing effective communication strategies to achieve victory in an election.

**Keywords:** Communication, Politics, Regional Election, Campaign.

## 1. INTRODUCTION

Political Communication Strategy is planning communication directed to achieving an influence with such an appearance so that the issues discussed by this type of communication

activity can bind certain groups or citizens. Political communication strategies are also efforts of a group with orientation, thinking, politics, or ideology specific to the political system with symbols, which means control or obtaining power.

Political communication strategy is a guide for communication planning. Moreover, management (*communications management*) is needed to achieve a goal. To achieve this goal, a communication strategy must show how the operations should be carried out tactically, meaning that the approach usually differs from time to time depending on the situation and condition.

Communication strategy consists of two aspects, namely: Macro (*Planned multi-media strategy*) On a micro-scale (*single communication medium strategy*). This aspect has a dual function: Disseminating communication messages that are informative, persuasive, and instructive systematically to the target to obtain optimal results. Bridging the "cultural gap", for example, a program Originating from a product culture other Than Good For applied and made into owned by culture Alone significantly depends on How strategy packing information is communicated.

One of the elements of communication is showing your identity. Correct communication will introduce you to other people's self-identity. In this case, it is the identity of a political party to mass present. If these efforts are firmly embedded in the public's minds, then Public enthusiasm becomes stronger toward political parties or legislative candidates who carry issues. Fact This will make it difficult for political parties or legislative candidates if they mean to shake up the positions in the public's minds. Strategy Communication involves not only content but also communication media channels. From this identity, political parties can create sympathy from the people, resulting in... victory.<sup>1</sup>

Political parties also have this function. According to Leo Agustino, every party's function of communication is political. Past communication intertwined. It is hoped that the party will be able to reach all sympathizers or those who are still politically blind so as not to be swept away in the growing wave of political apathy. However, what happened rather on the contrary Lots very party political in the country This, country nicknamed the Emerald Equator, carries out communication that is Good and Correct as well as efficient. Many political parties play shortcuts in conducting communication. this politics. Many of the methods chosen are pragmatic politics. Namely, the methods method Which considered fast like Money, necessities, etc. moment a campaign approaches election, or Also communication Which to drop against for the sake of achieving sympathy public. It can cause political obscenity for the audience or mass Which follows the campaign.<sup>2</sup>

The existence of political parties in a democracy cannot be separated from various roles. Consolidating the community's interests through implementation roles and functions is important. Among them, channeling aspirations And people's interests, carrying out political education to the community about the rights And obligations of inhabitants of the country in

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<sup>1</sup>Dan Nimmo, *Communications Political Audience and Effects*, ( Bandung: PT Teenager Rosdakarya,2006), h. 109

<sup>2</sup>Hello Lily, *Strategy Communication Public*, h. 73

life state, recruiting politics democratically by applicable laws and regulations, filling public positions at all levels of government, formulating and setting policy general through institution legislative And executive in all levels of government; supervise the implementation of public policies through for its cadres in institution legislative; become a mediator between the interests/aspirations of the people with the government and its policies; and of course, it becomes a tool to control the personal interests of politicians who sit as representative people and also official political.<sup>3</sup>

## 2. METHODS

Sugiyono stated that in qualitative research, data collection is carried out in natural settings and technique collection data. Lots of observation a role as well as interview deep And documentation.<sup>4</sup> Temporary, according to Suharsimi Arikunto, field research *is* a type of research that is qualitative descriptive, namely the data obtained in the form of words, pictures, and behavior, not expressed in the form of numbers or statistical figures but remains in a qualitative form, which has more meaning than just numbers or frequencies as well as gather information a symptom Which with describe a condition according to "as is" about symptoms or circumstances.<sup>5</sup>

To obtain maximum and focused research results, the implementation study stacks through three stages: a) Preparation, which concerns compilation proposal, designing research, and creating research data collection instruments as guides in collecting data in the field. b) The data collection stage is related to field notes, transcripts, interviews, and other documents that can be used as source data. c) Stage processing and analysis of data concerning coding, classification data, and compilation of results study, which furthermore describes and analyses conclusions as a result of the reported study.

This research is descriptive qualitative research, namely a procedure study That produces data in the form of written or oral data from respondents or actors who can be observed. Qualitative research is a study limited to businesses disclosing facts, problems, and conditions, so only the disclosure of facts is allowed.

Qualitative descriptive research is a process study and understanding based on a methodology investigating social and human problems. With a qualitative descriptive approach, data analysis is obtained (in words, images, or behaviour) and not expressed in numbers or statistical figures. Instead, it is done by providing an explanation or depiction of the situation or condition investigated in the form of a description narrative.<sup>6</sup>The presentation must be done objectively so that the researcher's subjectivity in interpretation can be avoided. On approach This, the researcher makes a complex description, researches words, reports details

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<sup>3</sup>Mr. Political Kinship And Institutionalization Party Politics, *Journal Analysis CSIS* Vol. 40 No. 2, 2011, p. 138-159

<sup>4</sup> Mr. Sugiyono, *Method Study Quantitative, Qualitative And R&D* (Bandung: Alfabeta, 2010), p.63

<sup>5</sup> The Suharsimi Arikunto , *Management Study* (Print. IV; Jakarta : Rineka Create, 1998), h. 99

<sup>6</sup>S. Margono, *Methodology Study Education* Print 2, (Jakarta: Rineka Create, 2003), h. 39

from respondents' views, and conducts studies in natural situations.<sup>7</sup>

### 3. RESULTS AND DISCUSSION

Regional elections are events in which democracy is essential locally to determine the direction of development in an area. Party politics play a driving force in this process, both through carrying candidate and communication strategies politics used. Makassar City, as one of the city big in Indonesia, become Medan competition strategic politics. In the context of This, the Democrat Party faces the challenge of winning Regional Elections with the use of approach communication practical and adaptive politics to dynamics.

Developments in regional head elections, especially in South Sulawesi, include many political parties involved in compilation policies in the election of regional head candidates, even to the point of determining the candidate's head region. One of them is the Democratic Party. In its history, this party was founded on September 9 2001 and approved on August 27, 2003.<sup>8</sup>

Party This was the first time this had followed the general election in 2004. Moreover, won 7.45% (8,455,225) of the total votes and won a seat as much as 57 in DPR. With the acquisition, the Party Democrat achieved a ranking in the 5th Legislative Election 2004. In the run-up to the 2004 Election, the popularity of this party was relatively high. Boosted by Yudhoyono's rising popularity at that time. Together with PKS, the party became *the rising star* in the second election of the Reformation Era. The popularity of the party. This is mainly located in large cities and the former Madiun Residency area, the place Yudhoyono originates.

In the election general, Guardian City Makassar was implemented on September 18, 2013, to elect the Mayor and Deputy Mayor of Makassar, South Sulawesi South, Indonesia, for the 2013-2018 term of office. Ten candidate pairs register with the Makassar City KPUD. This is the number of couples included compared to elections in other regions. 4 candidate pairs went through individual paths (independent), five candidate pairs received party support politics, and one candidate pair received support from non-political parties' parliament.<sup>9</sup>

Requirements set by the Democratic Party to nominate a candidate is to have integrity towards the party, which means being able to make the name great party. The second is a candidate who has a high level of electability, at least according to research by various survey institutions, and the rest is adjusted to the rules of the 2016 Regional Head Election law, of course, if we refer to The above facts show that Syamsu Rizal is a potential cadre to be promoted by the party Democrat.

Thus, the role of communication political Party Democrat City Makassar significantly

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<sup>7</sup>JW Creswell, *Qualitative Inquiry and Research Design: Choosing among Five Traditions* (London: Sage Publications, 1998), h. 15

<sup>8</sup> Fakhriana, Rinaldy S. (May 12, 2015). "Of course, SBY is the captain. " Party Democrat Period 2015-2020". CNN Indonesia. CNNIndonesia.com. Accessed date May 12 2015

<sup>9</sup>10 Couples Ready to Fight in Makassar City Pilkada Ministry of Home Affairs ([https://id.wikipedia.org/wiki/Pemolehan\\_umum\\_Wali\\_Kota\\_Makassar\\_2013](https://id.wikipedia.org/wiki/Pemolehan_umum_Wali_Kota_Makassar_2013))

determines (on one side) victory in the Makassar City election. Observing Communication Political Party Democrat Makassar city winning No Can release from the transaction process and interpretation, in case communication transactional.<sup>10</sup> Transactional communication is considered to be in progress when somebody interprets other people's verbal or nonverbal behavior. Because perpetrator communication does not all give the same meaning to nuanced message politics, things are evident in the struggle for power by the perpetrators or political elite, meaning the political message is always interpreted following the interest group or ideology that he adheres to; therefore, If traced How Party Democrat City Makassar interacts and communicates politics in the middle of competition And the intensity issues Which intended to partner Moh. Ramadan Pomanto and Syamsul Rizal, capable of giving victory with the acquisition of voice in moment regional elections, is 182,242 voices.

Communication political Party Democrats of Makassar City, very *inherent* with discourse political or delivery message political like usually in the process of communication containing messages both verbal and non-verbal<sup>11</sup> that can influence people and also government or policy government in a system politics because, in essence, means communication according to Mary B. Cassata and Molefi K. Asante as quoted Mulyana is transmission information with objective For influence imagination. <sup>11</sup>On context politics, communication Party Democrat City Makassar identical with pattern interaction namely each other influence (*mutual*) influence ) <sup>8</sup> Which connect citizens with maker decision Good in context, equality, cooperation or in context conflict.

### **a) Communication Strategy Planning Political**

Planning is done through SWOT analysis to identify strengths, weaknesses, opportunities, and threats. The focus of the strategy is:

#### **1) Personal Branding**

Increase image-positive candidates through narrative success and closeness with society. The narrative of success focuses on accomplishments, experiences, or positive contributions the candidate has made. For example, a candidate leader can highlight the story of How they succeeded in leading projects, giving impact social, or overcoming significant challenges. This narrative must be delivered in a way that is authentic and relevant in order to describe, for example: " Through the empowerment program economy, candidate This has to help 1,000 local MSMEs.

People tend to support the figure that is felt near to them. Therefore, personal branding must cover elements of humanity that show empathy, attention, and involvement directly with society. Candidate must interact, listen, and be active to help finish problems in the environment. Example: He is often known down to the field for dialogue directly with citizens and understanding needs of the public.

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<sup>10</sup> Deddy Mulyana, *Knowledge Communication, A Introduction*, (Bandung; Teenager Rosdakarya ), 21st ed.: 2017, h. 75

<sup>11</sup> Deddy Mulyana, *Science Communication, A Introduction*, p. 69

## 2) Mapping Voters

Demographic data has been used to determine which segment of voters has become a priority. Mapping voters using demographic data to determine segment voters who become a priority. Information like age, type, gender, level of education, occupation, income, religion, and marital status. These data help understand profile-based voters in a particular area. For example, voters aged 18–25 tend to pay more attention to the issues of education, technology, or the field.

Geographic data to determine the location of geographical voters, such as urban, rural, or area-specific owned, for example, in rural areas, the main issues are Possible around infrastructure and access to public services.

With an understanding of segment strategic voters, sources Power can allocate more effectively to the most potential group candidate. For example, an example is a focused campaign in an area with many voters who are trend-neutral or support candidates. Not all voters own needs or the same interests. Therefore, that mapping helps determine issues relevant For every group, namely voters, millennials, and Possibly more moved by digital campaigns compared to more senior voters, like approach service special. Through mapping, candidates can measure the level of support in various regions and determine action strategies for strengthening the voter base or seizing a voice that has not been heard (*swing voter*).

### b) Campaign Implementation

#### 1) Social Media

Utilizing platforms like Facebook, Instagram, and Twitter to reach young voters. Content created includes short videos, infographics, and broadcasts live streaming. The use of social media to reach young voters has become a very effective tool for reaching voters because they use active digital platforms such as Facebook, Instagram, and Twitter. Platform utilization allows the creation of more personal, interactive, and relevant messages for the younger lifestyle generation.

Interesting Content Strategy: Content presented on social media must be customized and customized with preference voters, who tend to want information that is short, concise, and interesting. Some types of content that can used include: a) Short Videos, content like informative videos or campaigns 1–3 minutes long, and potential for riveting attention, especially on platforms like Instagram Reels, TikTok, and YouTube Shorts. b) The infographics presented in visual forms such as charts or diagrams can make it easier to understand the core message at once and make content more interesting for dissemination. c) Broadcast Live (Live Streaming on Facebook, Instagram, or YouTube, the organizer campaign can interact directly with the audience, answer questions, and create more relationship personal.

Social media has been one of the most effective tools for reaching young voters in the context of campaign politics. Platforms like Facebook, Instagram, and Twitter take advantage of the digital life generation style by offering relevant, creative, and interactive content. Experts

highlight the importance of this strategy with several points.

Effectiveness of social media in politics According to Dr Jennifer Stromer-Galley, professor of communication digital politics at Syracuse University, social media allows campaigns To communicate with the audience through relevant content formats. Platforms like Instagram and TikTok allow campaigns to create relevant and easy content to access, which becomes key in riveting the attention of the next generation young. Interactive features like comments or session answers make social media a personal tool for creating involvement among young voters.<sup>12</sup>

## 2) Grassroots Network

Activate nodes community locally for support campaign. Party cadres and volunteers are involved in door-to-door activities and discussion groups. Grassroots networking is a strategic approach in a political campaign or social movement that focuses on the empowerment of the community as a strength to spread the message, mobilize support, and influence change. Grassroots, in a way, means " root " grass," which reflects the approach that begins from the level below (society) and works in a way directly with individuals or groups at the level of community.

Characteristic features leading grassroots-based network local community is grassroots activity click on community small or local. Community impulses (e.g., RT/RW, group), society, or community social) are used to spread information and discuss relevant issues directly with the public.

Opinion David Karpf explains that grassroots networks are key in strengthening campaigns based on community. He mentions that organizing and organizing root grass allows creation directly between the organization and local society, so enlarging opportunity support is accurate compared to mass media-based campaigns.<sup>13</sup> Activism's root grass grows trust and commitment, emphasizing interpersonal and engagement community connection.

Herbert Kitschelt highlights that the effectiveness of campaign root grass depends on structure opportunity politics in a region. He emphasizes that the movement Root Grass succeeds when the community feels room For participation and voices relevant issues for them. Movement a kar grass develops when they align effort with structure opportunity existing politics in the local context.<sup>14</sup>

In conclusion, a grassroots network is a strategic approach to building a strong campaign that relies on direct community local engagement. Experts agree that the success of this strategy is highly dependent on empowerment. Local community, namely root grass, is practical when the community feels empowered to participate actively, which is good through visiting directly

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<sup>12</sup>Stromer-Galley, J. (2020). " Digital Campaigns: Understanding Transformation Communication Campaign Elections ". Oxford University Press

<sup>13</sup>David Karpf (2012). "The MoveOn Effect: The Unexpected Transformation of American Political Advocacy".

<sup>14</sup>Herbert Kitschelt ( 1986 ). "Political Opportunity Structure and Political Protest: Anti-Nuclear Movements in Four Democracies ".

(door-to-door canvassing) or discussion groups. This method creates personal and improved communication trust in the public to campaign.

### **3) Management Issue**

Highlighting issues like development infrastructure, services, health, and relevant education within the need community. Management of relevant issues with the public is a communication strategy designed to identify, understand, and direct public attention to issues that are considered important. In this context, highlighting issues like development infrastructure, services, health, and education become strategic steps for getting closer to a policy or program that needs a real public.

The Following are more details about each aspect: First, why infrastructure development? Relevant? Infrastructure is needed to support the active economy, mobility, and public services. When roads, bridges, transportation, or facilities in general are fixed or built, society directly feels the impact. Second, the issue management approach focused on immediate projects that felt its benefits, such as developing road villages, repair facilities, or internet access. Communicate success projects through data and stories real from the community that feels the impact.

Third, Service health is a priority in the central community. Access to service affordable health, facilities House, adequate health care, and preventive health programs are essential for welfare. The approach in issue management highlights the success of programs such as immunization, free health services, or improvement facilities in isolated areas. Involving society, energy, and health figures will build trust in society. Use statistical data, such as the decline in death of mothers and babies or the improvement of health facilities, to show results accurately.

Fourth, quality of education is a key to the progressing community. Programs that improve access to education, such as development schools or scholarships, will get attention Because they touch the future generation. Approach in issue management with highlight story success individuals who are helped by educational programs. Use numbers To show impacts, such as improvement of education child or literacy programs in isolated regions. Involve students, teachers and parents in public dialogue. This program should involve the community.

The conclusion from issue management highlights the need for central public development infrastructure, services, health, and education, an important strategy for bridging policy with a hopeful society. By understanding the needs of the community, communicating the program in a transparent, and involving various stakeholders' interests and issues, it can managed in a way effective to create a real impact. This is relevant and directly touches welfare society so that it can build trust, increase participation, and strengthen the connection between government or organization and community. Consistent monitoring and evaluation become key for continuing the journey from managed issues.

#### **c) Strategy Evaluation**

Strategy evaluation is carried out to measure the level of voters' participation and the message campaign's effectiveness through survey field and media analysis. The results show improvement in support for candidate Party Democrats, especially among youth and social class



intermediate voters. Evaluation strategy in context refers to the process of evaluating success. A campaign, particularly political or social, uses specific tools to measure the results achieved.

According to God Bless You about level participation voters is to measure level participation, voters aim to know how far the successful campaign has motivated the public to follow as well as in elections or targeted activities. Level of participation This can be counted based on the actual number of people present and giving a voice compared to the total number of registered voters. High participation usually reflects success in engaging society's attention and building awareness of important elections.<sup>15</sup>

Furthermore, according to Nurlinda Salengke , the effectiveness message campaign is refers to the extent to which messages are conveyed in A campaign capable of reaching the goals set. The purpose can be to improve awareness and change attitudes until action is real, like choosing an election, supporting a movement, or buying a product. The components of an effective campaign, namely, a clear message, must be easily understood by the target audience, using appropriate language with a level of understanding and culture.<sup>16</sup>

According to Adi Rasyid Ali. in context Makassar City regional elections are the effectiveness of a message campaign is one of the keys to winning the hearts of voters. In the election head area like this, the campaign message aims to convey the candidate's vision, mission, programs, and values to the local public. Effectiveness message the campaign in Makassar is very dependent on understanding the characteristics of the local public, including the values of Bugis-Makassar culture, issues that confront the inhabitants of the city, and the aspirations of the candidate leader.<sup>17</sup>

Communication strategy and the politics implemented by the Party Democrat in Makassar City election increased candidates' electability. Key success lies in personalization, personalization, personalization of candidates, social media optimization, and strengthening the grassroots network. This research recommends developing more carry-ons to use digital technology and improving the capacity of team campaigns To answer challenges in politics in the future.

Conclusion Based on results, interviews, and opinions of experts in the Makassar City regional elections, the dominant campaign and strategy Most of the candidate head areas use the social media approach to convey the vision and mission to society. This is supported by experts who say digital platforms have become key in reaching voters who are increasingly young and connected with technology. Social media allow candidates to interact directly with constituents, creating more personal closeness and speeding up the distribution of information. Next role experience and record footsteps candidate in government as factor determinant. Political experts state that local voters trust candidates with their gait in government or are proven capable of overcoming issues at the level area. Therefore, candidates who have experience in bureaucracy or have been involved in social programs that are felt directly by the

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<sup>15</sup> Ni'matullah , Chairman of the Party's DPW Democrat South Sulawesi, *Interview*, On May 5, 2024.

<sup>16</sup> Nurlinda Salengke , DPW Party Treasurer Democrat South Sulawesi, *Interview*, On May 8, 2024.

<sup>17</sup> Adi Rasyid Ali. Chairman of the DPC Party Democrats of Makassar City, *Interview*, On May 10, 2024

community get more marks.

The primary campaign, based on the interview that highlighted the campaign, The Makassar City election, includes the development of infrastructure, improvement of the public service, and handling of the problem of congestion as well as frequent floods in the city. The experts argue that capable candidates offer solutions to concrete and measurable problems. This will get more support from the community. Involvement of the public in the campaign: Many sources mention the importance of direct public involvement. A bottom-up approach, such as door-to-door activities and meetings directly with groups in society, is recognized as an effective method for digging into people's aspirations and building trust. Communication Expert politics also highlights the importance of transparency and openness in campaigns to guard integrity and avoid negative speculation in the eyes of the public.

According to sources, the biggest issue in the campaign, The Makassar City election, is competition between candidates, as well as potential politicization issues that can split society. Sociologists emphasize guarding the atmosphere of peace and avoiding escalation of conflict that can harm all parties. Divided voters Can influence the results of the election in a significant way. Interpersonal communication strategies, such as direct dialogue through community visits and *door-to-door* campaigns, significantly strengthen connections with voters. The usage of strategic issues like development infrastructure, local development economy, and public empowerment become the focus of the narrative campaign. However, research also reveals challenges, including competition strict with party others, management hoaxes on social media, and limitations in sourcing power to reach all segment voters.

Overall, results, interviews, and expert opinions show that the campaign The Makassar City election requires the right strategy based on data, in-depth analysis, and sustainability in responding to public issues. Able candidates to manage political communication with sound and convey relevant solutions to challenge the city will own the opportunity to win voters' hearts.

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