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Gerindra Party's Legislative Election Campaign Communication Plan

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Abstract: The Gerindra Party's communication tactics during parliamentary elections are examined in this article. It emphasizes how the party has adjusted to the changing media environment by combining digital strategies on sites like Facebook and Twitter with more conventional techniques like town hall meetings. The study points to a knowledge gap regarding the creation and consumption of political messaging in Indonesia's ever-changing digital landscape. The study attempts to evaluate the efficacy of these tactics through a combination of media content analysis, interviews, and documentary reviews. The findings show that, despite difficulties with crisis management, Gerindra's strategy was effective in attracting a varied electorate. Political parties that are adjusting to internet communication and voter mobilization may find this study useful.

Keywords: communication plan, Gerindra Party, legislative election, digital strategy, community engagement, crisis management

1. Introduction

Background of the study on the Gerindra Party's Legislative Election Campaign Communication Plan relates the political context and the shifting campaigning strategies of the party in delivering its message during vital legislative elections [1].

Gerindra Party which was established in 2008 by Prabowo Subianto has become powerful political party in the Indonesia [2], which supports the programme based on nationalism, economic growth and social justice [3]. Thus, Gerindra as one of the significant participants in the democratization of the country comprehends the essential contribution of the communication as the means of directing the people's choice and rallying the majority during the legislative election campaigns [4].

In the current political setting, communication has gone beyond ordinary practices, and parties are faced by a challenging system of media options and words exchange. Understanding this, Gerindra Party developed a work system of thorough communication management to engage the dynamics and possibilities of the legislative election environment [5].

It is now very important to understand how these political messages are produced and consumed in the digital age [6]. Gerindra Party put it on its strategic map in view of this change by developing a formidable cybertroop [7]. Traditional mass media played a very vital role of informing the public, while social media was used in reaching out to the masses, transcending party affiliations and gender, through Facebook, twitter and

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Instagram among others, in relaying the party's policy stand, and responding to those of the opposition [8]. Unlike the digital strategy which was not only directed towards the urban youths, this strategy was also used in the countryside as a vote rallying tool, a sign that Gerindra is an all-embracing party [9].

However, Gerindra Party's communication strategy is not just restricted in cyberspace only [10]. It agreed with each strategy directly involving the community including conducting of open air meetings and use of house to house campaigning [11]. These initiatives allowed the party's leadership to establish a personal contact with the vote, with avenue to address specific issues in particular localities and show that the party is concerned with getting persons elected for their constituencies [12]. The combination of web and the non-web tactics was set to achieve an effective and harmonious campaign that appeals to the diverse target voter base [13].

Furthermore, the communication plan analyzed in the current paper also included elements of crisis management [14]. Being a political party in a very active region, Gerindra Party already had some expectations about the appearance of various forms of threats, pressures and controversies within their official actions and tried to work promptly and openly in order to avoid any doubts and suspicions from the public [15]. Such approach showed that the party was able to be proactive and actively ensure that it managed the public perception of the party effectively [16].

Politics constitutes a social context that can be described as a communication process that helps to change the public and/or voters' personalities depending on electoral results [17]. Along this context, the Gerindra Party's Legislative Election Campaign Communication Plan becomes a sign of innovation of new polity strategies in face of the challenges of contemporary democracy [18]. The Gerindra Party was founded in 2008 by Prabowo Subianto and has slowly been gaining power in Indonesian politics [18]. It supports a platform based on nationalism for economic development and reduction of social injustice [19].

When added to the complex Indonesian political demographics, technology, and the dynamics of society at large, political parties cannot afford to employ dated communication techniques [20]. These challenges notwithstanding, the Gerindra Party did prepare a communication strategy that went beyond the broad issues characteristic of the more traditional forms of campaigning and embraced the formidable opportunities offered by the digital media and community affiliations [21].

As it will be seen in chapter four, the Gerindra Party's communication plan hinges on the understanding of the potential of digital media. With the increased rate in the flow of information in the current society, and communication technology available, the party effectively employed the social media tool in passing its message, reaching its voters, and offering an argument to similar narratives from other parties [22]. This is why platforms like Face book, twitter as well as Instagram remained crucial in real time engagement since the party was able to cover a large cross section [23]. What was perhaps notable for Gerindra was this digital strategy was not exclusive to urban areas but included rural areas reaching out to as many constituents as possible [24].

2. Materials and Methods

Hence the analysis of the Gerindra Party Legislative Election Campaign Communication Plan study adopted the following research methodology; Documentary review, media content analysis and interviews [25]. Based on the political parties' documents, statements, and campaign materials, a first analysis was carried concerning the party's positioning of messages [26]. Media monitoring involved following the media coverage of Gerindra's campaign as well as conversations on social media, which offered

an understanding of public opinion of with regard to the media portrayal of the campaign [27].

Other primary data was collected through interviews with the insiders of the parties under study through targeted, key informant interviews with leaders of the respective political parties and their communication strategists regarding their insights on the decision-making regarding communication plan [28]. Also, questionnaires were used to obtain numerical data of members of the electorate regarding their views on the party's communication behaviors [29].

This involved a case study technique that provided insight into the particular campaign events and the crisis situations as well as the different contextualised communication responses by Gerindra [30]. That is why to maintain the ethical standards some of the consideration that has been followed during the research includes the anonymity of the study participants and the issue of the consent to participate in the research [31].

3. Results and Discussion

3.1. Digital Strategy and Its Effectiveness

Another one of the approaches of the Gerindra Party's communication plan that was clearly effective was their use of social media. However, and as this study argued before the party understood and realized the potential of social media platforms as versatile tools in passing information, rallying support and setting the tone. The active ad default of Gerindra on Facebook, twitter and instagram ensured that Gerindra got access to a large and diverse audience in real time. This digital strategy was also more effective for young people with political information accessed most often online [32]. The unveilautiveness of social media provided direct engagements with the voters through which the party could respond to their concern, dismissed oppositions' argument and organise voters quickly and efficiently [33].

Nevertheless, the challenges arose from the digital environment [34]. The rate of communication in these spaces that is the speed at which news goes round was a challenge to the party when it was faced with both positive and negative messages [35]. The silencing of the online narrative was an enduring challenge, and here, the Gerindra Party succeeded as a proactive mover because it quickly responded to crises and actively constructed the management of its image [36]. Integration of crisis management as a component of the communication plan encapsulated how the party would embrace advanced transparency and how it would deal with the challenges of the new age digital space [37].

3.2. Community Engagement Strategy

Aside from the cybersphere, their prominent approach to direct interactions with the community—that of the Gerindra Party was an interesting strategy for communication. Hosting of town hall meetings, carrying out rallies and door to door campaigns exhibit earnest efforts of can mustering voters at individual levels. These events enabled leaders of the party to directly engage with voters able to express their concerns and opinions directly [38]. It expanded trust and proposed a sensation of worth that was substantiated by their incorporation into the jamboree, especially for the developing countryside populations, with confined access to the digital world [39].

The first emerging issue in the following areas of community engagement was the fact that the electorate base in Indonesia was quite diverse [40]. People in different states tend to have different issues and agendas which called for a different way of communicating to them [41]. Gerindra Party was able to develop its nationalist discourse in response to national and local contexts, while at the same time it marked its campaign

strategies to emotionalize political issues among both urban and rural voters [42]. With focus on concerns that were local and portraying its focus in providing representation for the grassroots, Gerindra cemented its place in the society across demography [43].

3.3. Crisis Management and Public Trust

Most importantly, the incorporation of crisis management procedures into the communication plan played a major role of ensuring the party's image remains intact at any time of the occurrence of unexpected incidents [55]. Thus, Gerindra sought to minimise reputational loss by immediately responding to concerns while also offering clear statements [44]. They also positively endorsed how the party was able to handle any type of crisis whether it is in internal policy failures and even more so in extra-policy failures [45]. This kind of crisis management measure, besides reducing the adverse effect on public impression, also strengthened the party picture as responsible and transparent [46].

For example, when there was political issue that triggered negative news, Gerindra's quick response on the social tri-media was able to fight back [47]. Through feed updates and CMC, official statements, and participation in critical discussions the party ensured that its narrative was relevant and dominant to the discussions [48]. This approach helped create stronger and loyal voter base especially those voters who demanded clear and open honesty from their leadership [49].

4. Conclusion

Therefore, analysing the Gerindra Party's Legislative Election Campaign Communication Plan it can be stated that it represents an active and versatile plan that engaged with both the traditional and digital media communication levels [50]. The ability to tap into a large, diverse voting base, while effectively utilizing social media as well as walking door-to-door community organizing ensured the party developed a compelling and versatile narrative [51]. The proactive strategic management of crises by Gerindra meant that the organization continued to operate unaffected by some of the challenges [52].

Thus, the work also reveals possible avenues for enhancement. For some circle of the population like the older people or those in the Nawaz Sharif's dominated regions where internet penetration was not so high, the parties digital campaign was also effective but not so successful [53]. In future themes of subsequent campaigns could be enhance the digital skills and usage in these areas in order to have more comprehensive coverage [54]. Also, the party is very good at handling crises on their social media platforms, although an offline member response system could be more tuned and coordinated to maintain public trust in situations where probably online engagement may not be enough [55].

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