

Political Communication of Legislative Candidates in the 2024 Election in Tanah Baru Village Pakisjaya District Karawang Regency

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Abstract

In a situation full of political dynamics and tight competition in the General Election, having a mature communication strategy is crucial for every legislative candidate who wants to gain public support effectively. Political communication is one of the most crucial aspects in the legislative election, especially at the local level. At the local level, political communication functions as a bridge between prospective leaders or policy makers and the local community. Although social relations in the village community are running well, in the political realm there are often clashes and conflicts. This study aims to analyze the political communication strategies used by legislative candidates in Tanah Baru Village, Pakisjaya District, Karawang Regency, in the 2024 General Election. The main focus of this study is to understand how legislative candidates formulate and implement their communication strategies in a local context. This study uses qualitative descriptive with a constructivist perspective and a case study approach. The results of the study show that the political communication strategy of legislative candidates in the 2024 Election uses a holistic approach that combines strategies for providing educational scholarships and building rice field irrigation infrastructure. Other political communication strategies are carried out with a personal approach through blusukan campaigns and campaigns on social and conventional media, which effectively obtained the second most votes out of the five other legislative candidates running in one party.

Keywords

Legislative election, Political campaign, Political communication strategy

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INTRODUCTION

The 2024 General Election in Indonesia is an important milestone in the nation's democratic journey. Every five years, the Indonesian people are given the opportunity to elect their representatives in various legislative institutions, from the regional to the national level. (Toha, 2024). In election contests, prospective candidates often face challenges in the nomination process and disputes after the vote count results (yulianto, 2021). During the campaign, legislative candidates (*caleg*) often become the target of political attacks that can damage their reputation and reduce public support.

These political attacks can come in various forms, including black campaigns that spread false or misleading information about the candidate, as well as baseless accusations that aim to create doubt among voters. In addition, issues regarding the neutrality of state civil servants (ASN) are also one of the major challenges that often arise (Muttaqin et al., 2021).

Several studies have revealed that political communication is the main tool for legislative candidates in winning political contests. Effective political communication is not only about conveying messages to voters, but also about how the message is designed, delivered, and received by the right audience (Muzaffarsyah et al., 2019). Political communication to win elections is a very strategic process, where political messages must be delivered effectively

to influence voter perceptions and decisions (Davies & Newman 2012). Political communication is a very powerful tool in winning elections, as long as it is carried out with a mature, relevant strategy and is based on a deep understanding of the audience and the existing political context (Afifah & Hermawan 2022).

Political communication plays a very important role, especially at the local level such as in Tanah Baru Village, Pakisjaya District, Karawang Regency. This village is located in an agrarian area, where most of the population relies on the agricultural sector as their main source of livelihood. The people in this village tend to have a strong traditional lifestyle, so the political campaign approach in this area requires a special strategy that is in accordance with local social and cultural characteristics, such as through village deliberations, direct meetings, and the use of community and traditional leaders as information bridges.

Political campaigns that are adapted to local conditions are able to create a deeper understanding of the vision and mission of legislative candidates, as well as increase active participation of residents in the political process in the village (Yusuf, 2011). Political communication at the local level has a very important role in the context of building a more inclusive and participatory democracy. At the local level, political communication functions as a bridge between prospective leaders or policy makers and the local community. This allows for a constructive two-way dialogue, where the aspirations, needs, and expectations of the community can be articulated and understood by prospective legislators or public officials (Syabana & Suyono 2023).

Political communication in villages is often influenced by local social and cultural dynamics. Village communities that have strong ties to the values of kinship, mutual cooperation, and social norms tend to be more responsive to personal and direct approaches. Political communication at the local level has a very important role in building relationships between local leaders and local communities. Although social relations in village communities run well, clashes and conflicts often occur in the political realm (Amin et al., 2020). Therefore, legislative candidates must be able to package their political messages in such a way that they are appropriate to the local context and can be well received by the community.

Previous studies have highlighted the importance of political communication as a primary tool in winning political contests. For example, Davies and Newman (2012) emphasized that effective political communication includes a strategic process in delivering political messages to influence voter perceptions. Afifah and Hermawan (2022) also emphasized that a mature and relevant communication strategy greatly influences the success of a legislative candidate in an election.

However, this study differs from previous studies because it provides a special focus on the dynamics of political communication at the village level, which is influenced by local social and cultural dynamics. Syabana and Suyono (2023) emphasized that political communication at the local level must reflect the aspirations and needs of the community, something that is also the main focus of this study. Thus, this study complements previous studies by providing a deeper understanding of how political communication strategies can be adapted and implemented effectively in a local context such as Tanah Baru Village. The purpose of this study is to analyze the political communication strategies used by legislative candidates in Tanah Baru Village, Pakisjaya District, Karawang Regency, in the 2024 Election.

LITERATURE REVIEW

Political communication plays a central role for legislative candidates in gaining support and winning political contests. In an era of increasingly open and dynamic information, legislative candidates are not only faced with the challenge of compiling attractive programs, but also how to convey these programs to voters in an appropriate, relevant, and effective

manner. Political communication is the main tool to bridge the vision, mission, and ideas held by legislative candidates with the needs and aspirations of the voting public.

One important aspect of political communication is the formation of a positive political image. Political image is the perception held by voters regarding a candidate, including personal character, competence, and values carried. Through appropriate political communication, this image can be formed well and directly influence voter preferences. Candidates who are able to build a positive image through consistent political communication will more easily gain the trust of voters. This is important because voters tend to choose candidates who are considered competent, honest, and have high integrity (Saputa et al., 2018; Sidharta et al., 2021; Gu, 2023).

In addition, political communication plays a role in conveying the vision, mission, and work program clearly and easily understood. A legislative candidate must be able to convey his/her programs in a way that is accessible to various community groups. Here, an effective communication strategy becomes very important. Candidates must be able to identify who their target audience is, what messages are relevant to convey, and through what media the messages should be communicated. In the context of a diverse society, a personal and adaptive communication approach can increase the likelihood that political messages will be well received by various groups of voters.

Political communication is also a tool for building emotional connections with voters. Voters not only judge a candidate based on the programs or visions they carry, but also through the relationships established during the campaign process. Candidates who are able to communicate directly with the public, either through face-to-face meetings, social media, or public campaigns, will find it easier to build emotional connections with voters. This relationship is important for creating long-term loyalty, where voters not only support in one election, but also become loyal supporters in the future (Çelik, 2021).

Furthermore, political communication functions as a means to influence public opinion and shape political narratives. In a competitive contest, a legislative candidate must be able to control the narrative that develops in society. Through effective political communication, candidates can direct public discussion to issues that they consider important and relevant. This not only strengthens their political position but also helps them to stay relevant amidst the ever-changing political dynamics (Strömbäck & Kioussis 2014).

Political communication also plays an important role in dealing with crises or challenges that may arise during the campaign period. In situations where negative or controversial issues arise, the candidate's ability to manage communication well will greatly determine how they are perceived by the public. Fast, precise, and transparent communication can reduce crises and even turn challenges into opportunities to strengthen the political image (Auwalu, 2021).

Finally, effective political communication allows legislative candidates to utilize various modern communication platforms. In this digital era, social media has become one of the main tools in political campaigns. Legislative candidates who are able to utilize social media well can reach a wider audience, especially young voters who increasingly rely on digital platforms for information. Through social media, candidates can interact directly with voters, convey political messages quickly, and respond to various issues more efficiently.

Thus, the importance of political communication for legislative candidates cannot be underestimated. It is not only a tool to convey vision and mission, but also a means to build an image, form emotional connections with voters, control the public narrative, and overcome various challenges that arise during the campaign period. Candidates who are able to manage political communication well will have a competitive advantage in winning the

hearts and votes of voters, which ultimately increases their chances of winning the political contest. A well-planned political communication strategy is the key to success in winning voters' votes in general election contests (Hurasan et al., 2022). Legislative candidates who are able to utilize various communication channels effectively, develop strong and relevant communication, and build close relationships with voters will have a greater chance of winning the hearts and votes of voters (Reveillac 2023).

METHOD

This study uses qualitative descriptive research with the aim of understanding the phenomenon in depth and providing a comprehensive picture of the topic being studied (Denzin, 2018). This method is suitable for use when researchers want to explore how political communication is built, implemented, and perceived by various parties involved, including legislative candidates and campaign teams. This research operates in a constructivist paradigm, which assumes that social reality is built through the interaction and subjective interpretation of the individuals involved (Creswell, 2018). In this context, this study views political communication as the result of the interaction process between legislative candidates and voters influenced by the values, culture, and experiences they have.

This approach allows researchers to explore the meanings resulting from the political communication process that takes place in the field. The approach used is a case study approach, which allows researchers to conduct an in-depth exploration of political communication carried out by legislative candidates in one location particular, namely Tanah Baru Village. The case study was chosen because it provides an opportunity to understand the phenomenon in a specific context and provides richer insights into the dynamics of political communication in the region. (Yin, 2018).

The unit of analysis in this study is the practice of political communication carried out by legislative candidates with the object of this study being the political communication process that occurred during the 2024 Election campaign period in Tanah Baru Village, Pakisjaya District, Karawang Regency and the subjects of this study include legislative candidates and winning teams who participated in the 2024 Election in Tanah Baru Village. The data in this study were collected through in-depth interviews with legislative candidates and their winning success teams to gain an understanding of the political communication strategies used. The researcher also conducted participatory observations during the political campaign to directly observe how the political communication process was carried out by legislative candidates and winning teams. Data collection was also carried out through reviewing related documents and literature reviews.

Data analysis was conducted using NVivo 12 Plus software. NVivo is a qualitative data analysis tool that helps researchers organize, manage, and analyze large and complex data. Data collected from interviews, observations, and documentation were imported into NVivo 12 Plus, including interview transcripts. Researchers coded the data, where relevant parts of the data were given certain labels or codes. These codes are based on themes or categories that emerged from interviews with informants, to then be used as data visualizations, such as concept maps or flowcharts, which help researchers understand patterns of political communication that occur and compile more comprehensive research reports. The results of the analysis conducted with NVivo were then used to compile an in-depth research narrative supported by empirical data that had been analyzed systematically.

RESULTS AND DISCUSSION

In political communication, a legislative candidate needs to build an effective strategy to convey the vision and work program to the community. Mohamad Ulun Ni'ma, as a candidate

for the Karawang Regency DPRD from the Nasdem Party, understands very well the importance of political communication in reaching and fighting for the aspirations of the community by utilizing political communication to strengthen infrastructure with constituents, especially in the fields of education and social welfare.

Mohamad Ulun Ni'ma is a legislative candidate from electoral district (Dapil) 3. Dapil 3 covers Pakisjaya District, Karawang Regency which includes the administrative areas of Pakisjaya, Batujaya, Tirtajaya, Cibuaya, and Pedas. He himself has been nominated in the 2024 Election with the aim of fighting for the aspirations of the people in the area through the legislative institution. Mohamad Ulun Ni'ma is a figure who is known to have a strong commitment to continue to foster good relations and make real contributions to society, especially in the fields of education and social welfare.

His commitment is not only manifested in the form of rhetoric, but also through various real programs that have had a direct positive impact on the community in his area. In the field of education, Mohamad Ulun Ni'ma has played an active role in increasing access to education for children and the younger generation. One of the most prominent efforts is providing scholarships to 5,000 students at various levels of education, from Elementary School (SD), Junior High School (SMP), to Vocational School (SMK).

Not only focusing on primary and secondary education, Mohamad Ulun Ni'ma also extends his support to students. As many as 50 students who excel but come from underprivileged families receive scholarships from him. In addition to education, Mohamad Ulun Ni'ma also shows high concern for the condition of people's homes. Through the Self-Help Home Renovation (BSPS) program, he has helped renovate 40 uninhabitable houses into safer and more comfortable homes. In addition, Mohamad Ulun Ni'ma also prioritizes improving agricultural infrastructure as a form of support for farmers in the area by repairing 20 tertiary water channels that flow to the community's rice fields.

"I run several programs for the community, in 2022, I provide scholarships to 3,500 elementary, junior high, and vocational high school students, and in 2023 it will be 5,000 students, I also provide scholarships to 50 college students. In addition, I helped renovate 40 houses through the BSPS program and repaired 20 tertiary water channels to the rice fields" (Interview Ni'ma).

To gain public support, Mohamad Ulun Ni'ma implemented a campaign strategy that focused on a direct approach to the community through various forms of real and useful assistance. This tactic was not only about providing assistance, but also designed to meet the urgent needs of the community, thus providing a significant positive impact on their daily lives. Through these programs, Mohamad Ulun Ni'ma succeeded in showing his genuine concern for the welfare of the community, while strengthening his image as a legislative candidate who truly understands and responds to the needs of his constituents. This is a key factor that is able to increase voter support, because the community sees firsthand the positive impact of the programs being implemented. Thus, Mohamad Ulun Ni'ma not only succeeded in helping the community directly, but also in building a solid and sustainable foundation of support from voters, which ultimately has the potential to increase the chances of winning the election.

"Our strategy is to provide assistance to the community through various programs, so that they know us better and judge us positively. The community can see that we are helping them even before being elected, so my electability can increase. However, I am committed, whatever happens, win or lose, I remain committed to helping the community in this area. Even though I lose and do not have great power, I will continue to maintain relationships and provide assistance as much as possible. If in the next 5 years, I am still given sustenance and a long life, I will fight again. I have not achieved

my ideals, and with introspection and self-improvement, I hope to continue to be useful to the community. Currently, I am the Deputy Chairperson of Electoral District 3 in the Nasdem Party and I plan to continue to fight with this party in the 2029 election, with the hope of continuing the struggle and contribution to the community.” (Interview Ni'ma).

In an effort to win votes in this fairly large and heterogeneous area, Mohamad Ulun Ni'ma did not work alone, but was assisted by two people as a successful team who played an important role in his campaign strategy and political communication. The two members of his successful team were Zainul Mustofa and Tono, who each had a key role in the campaign structure. Zainul Mustofa acted as the Village Winning Coordinator, where he was responsible for formulating campaign strategies at the village level. His role included organizing campaign activities, mobilizing the masses, and ensuring that the candidates' political messages were conveyed effectively to the people in Tanahbaru Village. Zainul also acted as a liaison between Mohamad Ulun Ni'ma and the village community, so he had deep insight into the social and political dynamics in the village.

As the village campaign coordinator, Zainul Mustofa played a key role in designing and directing campaign strategies at the village level that greatly influenced Mohamad Ulun Ni'ma's success in reaching and winning voters. One of his main responsibilities was to determine strategic locations for campaign activities, ensuring that each campaign event was placed in areas that had significant voting potential and were relevant to the needs of the local community. In designing campaign activities, Zainul did not only focus on formal aspects, but also emphasized the importance of a more personal and direct approach, which was realized through various activities that involved intensive interaction with the community.

One of the main strategies implemented by Zainul is blusukan, where he and Mohamad Ulun Ni'ma directly go down to the field to introduce the legislative candidate to the community. This blusukan is done by visiting various regions, from villages to areas that may not be reached by conventional campaign methods. Through this blusukan, Zainul ensures that Mohamad Ulun Ni'ma is not only known, but also close to the community. This blusukan also provides an opportunity for the community to interact directly with their candidate, convey their aspirations, and get a clearer picture of the vision and mission carried by Mohamad Ulun Ni'ma.



Figure 1. Mohamad Ulun Ni'ma campaign activities
Source. Data from Informants

In addition to blusukan, Zainul Mustofa and the other winning team also organized various social activities aimed at building togetherness and increasing community participation in the campaign. One of the activities initiated was a sports tournament, which not only became a place for entertainment and healthy competition for the community, but also became a means to strengthen social relations between residents. Moreover, Zainul also initiated the collection of proposals from the community containing suggestions for village infrastructure development. This initiative not only demonstrated Mohamad Ulun Ni'ma's commitment to listening to and responding to community needs, but also became a means to formulate programs that were relevant and in accordance with the aspirations of the residents.

"Our successful team carries out various communication strategies, such as going here and there to introduce prospective DPRD members, we carry out social activities and sporting events such as badminton, volleyball and football tournaments, and we help collect infrastructure development proposals." (Interview Mustofa).

In designing and implementing an effective campaign strategy, Zainul Mustofa not only relies on conventional methods such as direct meetings with the community, but also utilizes various other communication channels to ensure that Mohamad Ulun Ni'ma's campaign message is widely distributed and reaches all levels of society. In addition to blusukan and face-to-face interactions, Zainul optimizes the use of visual media such as billboards and banners installed in strategic locations in the village. The installation of billboards and banners aims to strengthen the branding and recognition of legislative candidates in the eyes of the community, especially in places that are often passed by residents, such as village centers, markets, and main routes. With a striking design and clear message, this visual media serves as a reminder and invitation for the community to support Mohamad Ulun Ni'ma in the upcoming election.

"In addition, for campaign props such as billboards, banners, and flags, we were instructed to put them up on small roads or alleys, not on the side of main roads. This is more effective because people see them more often and remember them more easily. On small roads, people also pay more attention because they are not driving fast. In addition, we put up banners at the team's house to show their support. And for social media, we use platforms such as Facebook, Instagram, and TikTok to share pamphlets and information about the campaign" (Interview Mustofa).



Figure 2. Poster for legislative candidate Mohamad Ulun Ni'ma
Source. Data from sources

Zainul Mustofa realizes the importance of adapting to technological developments and changes in voter behavior, especially in today's digital era. Therefore, he also integrated the campaign through popular social media platforms such as Facebook, Instagram, and TikTok. The campaign on social media focused on distributing digital pamphlets, which were designed to attract users' attention with attractive visuals and concise yet dense information. On Instagram, the campaign focused on visual content such as photos of activities, program infographics, and inspiring stories from people who have felt the benefits of the Mohamad Ulun Ni'ma program.

With an aesthetic appearance and strong message, Instagram is an important tool in attracting the attention of the younger generation and urbanites. Overall, the campaign strategy implemented by Zainul Mustofa is an effective combination of traditional and modern methods. By combining direct meetings with the community, installing billboards and banners in strategic places, and digital campaigns through social media, Zainul succeeded in creating a comprehensive and well-coordinated campaign. This multifaceted approach ensures that Mohamad Ulun Ni'ma's campaign message reaches all segments of society, increases the candidate's visibility, and strengthens support from voters at all levels..

Meanwhile, Tono serves as the Polling Station (TPS) Coordinator, a role that is no less important in the success of the campaign. Tono is fully responsible for direct supervision at the TPS on voting day, which is a crucial moment in the entire election process. His duties include ensuring that the voting process runs smoothly and orderly, coordinating witnesses at the TPS, and maintaining the integrity of the vote by monitoring the possibility of fraud that could harm the candidate he supports. Tono's role is very strategic, because his success in carrying out this task will greatly affect the final results of the vote. With his experience, Tono ensures that all stages at the TPS are carried out in accordance with applicable regulations, and that the people's voting rights are well protected.

According to Tono, recording the number of voters expected to attend the Polling Stations (TPS) and ensuring adequate attendance of witnesses on election day is a crucial step in ensuring the smoothness and integrity of the voting process. Accurate data on the number of voters who will come to the TPS helps in logistical planning and field arrangements, so that the entire process can run smoothly. Tono emphasized that in addition to these technical aspects, maintaining good relations and effective communication with voters' families is an important factor that often determines the success of a campaign.

By establishing continuous communication, Tono ensures that voters feel heard and respected, and receive clear information about the voting procedure. This not only builds trust, but also increases active community participation in the election. Tono understands that open and positive communication with voters' families creates an emotional bond that can inspire them to participate and vote consciously. Furthermore, Tono also realizes that voters are not only influenced by the candidate they choose, but also by the belief that their votes will be counted honestly and fairly.

Therefore, in addition to recording and ensuring that there are enough witnesses at the polling stations to oversee the voting process, Tono also ensures that these witnesses are selected from people who are trustworthy and have high integrity. They are given clear instructions to maintain order and ensure that no violations occur, so that the election results at the polling stations truly reflect the will of the people. With a combination of careful recording, effective communication, and strict supervision, Tono ensures that the entire election process at the polling stations runs smoothly and fairly.

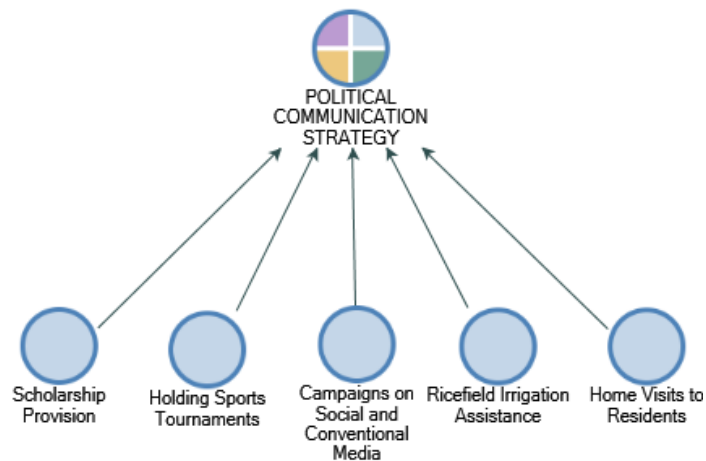


Figure 3. Political Communication Strategy of Legislative Candidates
Source. Data Processed Using Nvivo 12 Plus

Based on the discussion that has been conducted, the political communication strategy implemented by Mohamad Ulun Ni'ma and his winning team in the 2024 legislative elections in Tanah Baru Village, Pakisjaya District, Karawang Regency, is a holistic and planned approach, covering various aspects to reach and win the hearts of voters. This strategy includes several key initiatives designed to meet the needs of the community and strengthen the relationship between legislative candidates and voters.

First, providing scholarships to students at various levels of education, from elementary school, junior high school, high school, to college, is one of the main pillars of this strategy. This scholarship program not only shows Mohamad Ulun Ni'ma's commitment to supporting education and the future of the younger generation, but also becomes an effective tool to build a positive image and gain broad support from beneficiary families. The scholarship is a real form of concern from legislative candidates for improving the quality of education in the region.

Second, irrigation assistance for rice field irrigation shows deep concern for the agricultural sector, which is the backbone of the economy in Tanah Baru Village. By improving the irrigation system, Mohamad Ulun Ni'ma not only helped increase farmers' harvests, but also strengthened the community's trust in his leadership that is oriented towards empowering the local economy. This assistance serves as real evidence of a commitment to improving people's living conditions through appropriate solutions.

Third, the campaign of going to people's homes is a very effective strategy to build personal closeness between Mohamad Ulun Ni'ma and voters. Through going to people's homes, he and his team can listen directly to the aspirations and complaints of residents, provide a quick response, and show a real presence in the community. This going to people's homes not only introduces legislative candidates more personally, but also creates a strong emotional connection with voters, which ultimately increases loyalty and support.

Fourth, the holding of sports tournaments is also an integral part of this political communication strategy. The tournaments not only serve as a competition and entertainment for citizens, but also as a means to build a spirit of togetherness and solidarity among the community. By holding activities that involve active participation from citizens, Mohamad Ulun Ni'ma is able to create positive momentum and strengthen social ties, while increasing his visibility as a legislative candidate who cares about the welfare of the community.

Fifth, social and conventional media campaigns complement this holistic strategy by ensuring that Mohamad Ulun Ni'ma's political messages can reach all segments of society, including the younger generation and those who are more active in the digital world. By using platforms such as Facebook, Instagram, and TikTok, as well as conventional media such as billboards and banners, the campaign is able to disseminate information widely and evenly, while maintaining relevance and connectivity with various voter groups.

Overall, the political communication strategy used by Mohamad Ulun Ni'ma and his winning team in the 2024 legislative elections in Tanah Baru Village is a comprehensive strategy, combining a personal approach, utilization of technology, and direct engagement with the community. This approach has not only succeeded in building a positive image and gaining broad support, but also shows a real commitment to improving the quality of life and welfare of the local community.

Table 1. Vote Acquisition for Legislative Candidates for Electoral District 3 Karawang
Source: General Election Commission

No	Name of Legislative Candidate	Number of Votes
1	Muhamad Ulun Ni'ma	5,657
2	Abdul Jabar Al Gozali	3,398
3	Dian S	8,776
4	Ade Gunawan	974
5	Edi Suhaedi	617
6	Sinta Dewi	111
7	Cakra Purawijaya	418
	Total Votes	22,633

Based on the results of the vote acquisition of the Legislative Candidate for Electoral District 3 Karawang for the Nasdem Party, Muhamad Ulun Ni'ma, although this was his first time running as a legislative candidate, managed to show a very impressive performance in gaining votes. In this election, Muhamad Ulun Ni'ma managed to win 5,657 votes, placing him in second place among all legislative candidates in the electoral district who ran for 1 party. This vote acquisition was only 3,101 votes behind the legislative candidate in third place, indicating that public support for him was quite significant.

This success was even more special considering that he had to compete with five other legislative candidates who were also running for the same party. Winning over the five candidates showed that his campaign strategy and approach had succeeded in attracting the attention and trust of voters in this region. With this achievement, Muhamad Ulun Ni'ma not only proved himself as a competitive candidate, but also as a figure who was able to build a strong support base in a relatively short time.

This success also reflects the effectiveness of his political communication strategy and personal approach during the campaign period. From visiting people's homes to providing scholarships and other social activities, all these efforts have succeeded in increasing his visibility and popularity in the eyes of voters. With these very positive results, Muhamad Ulun Ni'ma shows great potential to continue to develop and play a more significant role in the political scene in Karawang Regency, especially in electoral district 3.

CONCLUSION.

The conclusion of Mohamad Ulun Ni'ma's campaign strategy in the 2024 Election in Tanah Baru Village, Pakisjaya District, Karawang Regency, is a holistic approach that combines various initiatives to reach and win the hearts of voters. Ni'ma shows a strong commitment to education by providing scholarships to students at various levels, as well as to students

from underprivileged families, which serves as an effective tool to build a positive image and gain public support. In addition, Ni'ma's attention to the agricultural sector, through assistance with rice field irrigation, strengthens farmers' trust and shows his leadership orientation that focuses on empowering the local economy. The strategy of *blusukan* or direct visits to residents' homes allows Ni'ma to listen to the aspirations of the community directly, strengthening personal closeness and voter loyalty. In addition, the holding of sports tournaments plays a role in building solidarity and togetherness among residents, while campaigns through social and conventional media ensure that his political messages reach all segments of society. This multifaceted approach creates a comprehensive and well-coordinated campaign, increasing Ni'ma's visibility, support, and chances of winning in the legislative elections.

PRACTICAL IMPLICATIONS

In practical terms, Mohamad Ulun Ni'ma's campaign strategy shows that a holistic and multi-segmentation approach to political communication can be very effective in gaining voter support, especially in rural areas such as Tanah Baru Village, Pakisjaya District. By combining initiatives such as providing scholarships and irrigation assistance for farmers, Ni'ma was able to target voter groups with diverse interests, from education to agriculture. This provides a lesson that a legislative candidate needs to understand and respond to local needs specifically in order to gain public trust. In addition, *blusukan* and social activities, such as sports tournaments, reinforce the importance of direct involvement in building emotional and personal relationships with the community. Campaigns that combine traditional methods such as direct visits with modern technology such as social media also provide practical insights for other candidates in maximizing the reach of their messages effectively and efficiently.

THEORETICAL IMPLICATIONS

From a theoretical perspective, Mohamad Ulun Ni'ma's campaign strategy enriches political communication theory by emphasizing the importance of an integrated approach involving various communication channels and community-based activities. Ni'ma's campaign shows that effective political communication does not only rely on one approach, but must include a multi-channel approach that is dialogical and participatory. This supports political communication theories that focus on direct interactions between candidates and constituents and the importance of empowering communities through policies that are tailored to local needs. Ni'ma's approach also reinforces theories about the personalization of politics, where the success of a campaign often depends on a candidate's ability to create a personal connection with voters. Overall, this approach can serve as a theoretical model for understanding how the combination of substantive policies and emotional engagement can enhance the effectiveness of political campaigns, especially in the context of local elections.

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