

## The Winning Strategy of Partai Keadilan Sejahtera in the 2024 Legislative General Election in Sabang City

Nada Afra Nabilla<sup>1</sup>, Jauhar Hawari<sup>2</sup>, Reza Fahmi<sup>3</sup>

<sup>1,2</sup> Universitas Syiah Kuala, Indonesia

<sup>3</sup> Universitas Gadjah Mada, Indonesia

(Corresponding author: [nadaafranabilla@gmail.com](mailto:nadaafranabilla@gmail.com))

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### ARTICLE INFO

Received: 26 April 2024

Accepted: 5 June 2024

Published: 28 June 2024

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### ABSTRACT

This journal aims to look at the partai keadilan sejahtera strategy to win its candidates in the 2024 legislative general election in Sabang City. The formulation of the problem in this research is "What is the strategy of the partai keadilan sejahtera in winning the 2024 legislative election in Sabang City. The aim of this research is to provide an overview of the Strategy of the partai keadilan sejahtera in the 2024 general election in Sabang City. The research method used is qualitative. Data collection was carried out through interviews and documentation. With data analysis carried out qualitatively through the stages of data reduction, data presentation and drawing conclusions. The results of this research show that the strategy used by the Sabang City PKS, namely selecting candidates for legislative members from community figures, can be said to be successful. This shows that PKS Sabang City has succeeded in winning the 2024 legislative election in Sabang City, which can be seen from the increase in the number of seats obtained in 2024 by four seats compared to 2019 which only received one seat.

**Keywords:** Strategy; Partai Keadilan Sejahtera; General Elections; Sabang City.

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## INTRODUCTION

General elections and the history of the emergence of various political parties in a country and region are very different and not the same, but there is a common thread that unites them, namely that the emergence of political parties in a country is in line and straight with the growth and development of democratization processes (Akhyar, 2023). This is because political parties are one of the pillars of democracy which must always exist in a country, as well as in the Unitary State of the Republic of Indonesia (Alqarni et al., 2023). Political parties in Indonesia have an important role in fighting for the interests of the people, voicing various aspirations, and overseeing the running of the government. With the existence of political parties, the democratic process can be more transparent and accountable, ensuring that political power remains in the hands of the people through a free and fair general election mechanism (De Sio et al., 2018; De Sio & Weber, 2014).

These political parties are a forum that was born within society, as generally aims to obtain, seek and maintain power which is useful as a way of realizing the programs of a particular ideological aspect they carry. Thus, in seeking, obtaining and maintaining power, political parties do so by participating in general elections, as is the case in a democratic system in a country, such as in Indonesia too. Through this process, political parties not only compete to gain power, but also try to build representation that suits the needs and aspirations of the community. Therefore, political parties are an important instrument in strengthening the democratic system, ensuring that the people's voices are represented and maintained in every policy taken by the government (Gerald, 2019).

Elections are essentially a mandatory and absolute aspect for every country in order to uphold and maintain democracy, as is the case in Indonesia. Elections can be said to be the first step that must be taken to maintain and realize an improvement in democracy in Indonesia and could be said to be progress in the development of democracy in Indonesia. General elections are a manifestation of true democracy because sovereignty completely returns to the community or people, that is, from the people for the people so that the people or community have complete freedom in determining the leaders of the country or region.

According to Nazir, 2017 in (Mulyono & Fatoni, 2019), general elections or what are often known as elections are an important tool in the life of a country that adheres to the principles of democracy, which provides political participation opportunities for citizens to

elect their representatives. will voice and channel their aspirations. Elections in Indonesia have been held thirteen times, starting from 1955 to 2024. Each election is an opportunity to ensure the democratic process runs well, as well as giving the public the opportunity to assess the government's performance and elect leaders who are deemed capable of realizing people's welfare. . Elections, as a form of political participation, also function to maintain the balance of power and prevent abuse of authority by those in power.

During the New Order era, there were only three political parties, including the Partai Persatuan Pembangunan (PPP), Partai Demokrasi Indonesia Perjuangan (PDI-P), and Partai Golongan Karya (Golkar). These three parties dominate the Indonesian political system under the influence of centralized power, where the space for other parties to develop is very limited. As time goes by, political parties in Indonesia continue to develop and experience additional parties after reform, one of which is the Partai Keadilan Sejahtera, which was born with an ideology that is more based on religion and morality (Perdana, Yoga Ade, Kushandajani H, 2014). The existence of PKS and other new parties shows the dynamics in Indonesia's political system which is more open and pluralistic post-reformation, providing more choices for the people in choosing their representatives in government (Syamsuadi et al., 2020).

The Partai keadilan Sejahtera is an Islamic-based party which currently has representation in the Indonesian parliament (Fauji, 2023; Fauzi, 2021). The Partai Keadilan Sejahtera was founded on April 20, 2002. This party is a continuation of which was founded on July 20, 1998. The origins of PKS can be traced to the campus da'wah movement that spread to universities in Indonesia in the 1980s. This movement can be said to have been pioneered by Muhammad Natsir, a former Indonesian prime minister from the Masyumi who founded the Islamic Da'wah Council in 1967. The Justice Party was declared at the Al-Azhar Mosque, Kebayoran Baru Jakarta on July 20 1998, and appointed Nurmahmudi Isma'il as its first president.

In 2003, the Justice Party was transformed into the Prosperous Justice Party. This also applies to all regions in Indonesia, including Aceh. The declaration at that time took place in Taman Sari. Several groups from the PKS Central Executive Board team, namely Tifatul Sembiring and DR Hidayat Nur Wahid, were also present. Justice in Aceh and the Partai Keadilan Sejahtera experienced significant growth, especially as beginner players at the beginning, even in 2004, when PKS first emerged as a new lifeboat for tarbiyah congregations,

it succeeded in attracting the interest and attention of the people of Aceh by gaining a surge in votes throughout the region. therefore PKS is one of the Islamic parties that still has a large influence in Aceh (Arrasyid et al., 2020).

The significant increase in votes in 2004 in Aceh was due to the programs created by PKS at that time, which were programs that were highly desired by the people of Aceh. As we know, Aceh is a decentralized region that has special autonomy, so that the regional government can run its government in accordance with the wishes of the people. Aceh is an asymmetric decentralized region, which gives greater authority to local governments in managing special functions, with the support of allocation of transfer funds from the central government. This allows Aceh to have policies that are more responsive to the needs and aspirations of its people (Alqarni et al., 2022).

The Aceh province PKS regional representative council has existed since 1998. Initially the management of the Aceh province PKS DPW was chaired by M. Nasir Jamil. The address of the DPW PKS in Aceh province is Jalan Banda Aceh-Medan, Gampong Tanjung, Want Jaya District, Aceh Besar Regency. The Justice Party was founded in Aceh in 1998, after reform the Justice Party was declared in Aceh, it was confirmed and its inauguration was held at the Brimob Lingke field in Banda Aceh. In October, attended by the Secretary General of the Justice Party, Anis Matta, the Embryo of the Aceh Justice Party were Activists from the Campus Da'wah Institute and gathered. and received a mandate to establish the Justice Party in Aceh (Arrasyid et al., 2020).

## **METHODS**

This research was designed using a qualitative descriptive method to collect research data and facts about the winning strategy of the Partai Keadilan Sejahtera in the 2024 legislative general election in Sabang City. The research location chosen was Sabang City, with the research sample being the Sabang City Partai Keadilan Sejahtera office, as well as the people of Sabang City. The researcher made the Sabang City Partai Keadilan Sejahtera because the Sabang City PKS was the main object in this research and then for the people of Sabang City because they were included in the voters in the legislative general election in choosing leader candidates. To dig up the data, in-depth interviews were conducted to obtain information about PKS' winning strategy in the 2024 legislative general election in Sabang City. Researchers will also combine other sources of opinion to strengthen arguments, namely using secondary data taken from related books, magazines and journals to develop analysis.

## RESULTS AND DISCUSSION

### The Strategy of the Partai Keadilan Sejahtera in Winning the 2024 General Election in Sabang City

In the 2024 legislative general election in Sabang City, the Partai Keadilan Sejahtera succeeded in winning four legislative seats to serve as members of the Regency People's Representative Council (DPRK). This achievement is a significant improvement compared to PKS's results in 2019, which only won one seat. This increase in the number of seats obtained reflects the seriousness and hard efforts of the Sabang City PKS in carrying out various forms of effective campaigns, which are able to attract the attention and sympathy of the local community. With a more mature strategy, PKS is able to show concern and support on issues that are important to the residents of Sabang City, so that it will gain greater trust in the 2024 elections.

According to Steinner and Minner in (Ramadhan, 2024) strategy is a mission placement, placement of organizational targets, taking into account external and internal forces in formulating certain policies to achieve targets and ensuring their implementation is on target, so that the main goals and objectives of the organization will be achieved. The marketing strategy implemented by the Partai Keadilan Sejahtera in winning the 2024 election in Sabang City is to approach the community, especially with first-time voters throughout Sabang City, by conducting outreach activities.

Based on the statement of one of the residents of Sabang City and a novice voter, namely Muhammad Rasya Al Pasha, he said that:

*"In my opinion, the strategy used by PKS to attract the attention and sympathy of the public, especially election beginners like me, is very good, where the PKS party invites the younger generation to hold meetings and discuss the importance of participating in elections and the dangers of abstention. So we, who are early voters, are interested in taking part in the general election and not abstaining from voting."*

Based on the results of these interviews, it can be concluded that by conducting outreach and discussions, novice voters can obtain clear information regarding the general election process and the consequences of abstaining from voting (Supriyanto, 2022). This outreach also provides an understanding of the importance of active participation in elections, as well as the

dangers that could arise if they choose not to use their right to vote. Apart from that, with this outreach, it is hoped that first-time voters will be able to make decisions wisely and rationally, and can protect themselves from potentially detrimental political influences. With sufficient knowledge, they are expected to be able to avoid manipulation or practical politics that could have a negative impact on their and the country's future.

The Partai Keadilan Sejahtera is not only focused on beginner voters, but all segments of society, from beginner voters to the elderly in Sabang City. Although the Partai Keadilan Sejahtera mostly carries out its programs with first-time voters, such as the "PKS MUDA" program created by the Partai Keadilan Sejahtera to attract the sympathy of new voters by holding youth gatherings and holding discussions regarding "the importance of political knowledge for the younger generation". This program was created specifically so that they would be interested in the campaign agendas or also the strategy of the Partai Keadilan Sejahtera in attracting them as voters of the Partai Keadilan Sejahtera (Hawari, 2020).

The next step taken by the Partai Keadilan Sejahtera in Sabang City was to determine the priority electoral district to be targeted as the place for the most votes. The electoral district that was made a priority target by the Partai Keadilan Sejahtera was the Sukajaya electoral district with the target of getting two seats, the electoral district Sukakarya is targeting to get one seat, and the Sukamakmue electoral district is targeting to get one seat, with the hope that this priority electoral district can win candidates for legislative members from the Partai Keadilan Sejahtera.

Based on the statement of the Chairman of the Sabang City Partai Keadilan Sejahtera Networking Team, namely, Ustadz Muhajir, S.HI, he said that:

*"The strategy we are implementing is first to determine cadres who have good relations and relations with the local community, secondly, the potential cadres are local community shops, with the hope that the relationships of these candidate figures can get as many votes as possible."*

From the results of the interview above, it can be concluded that by selecting cadres who have good relations with the local community and are community leaders from several villages in 3 sub-districts in Sabang City, it is hoped that they will get the most votes. These cadres are considered more easily accepted by the community because they are already known and have the trust of residents at the local level. Apart from that, strong relationships with the community are an important asset in strengthening support and ensuring the success of the campaign in the 2024 general election. With a more personal approach and effective



communication, cadres are expected to be able to convey the party's vision and mission more convincingly to voters in the area.

With the above expectations, it turns out that the strategy carried out by the Sabang City Partai Keadilan Sejahtera, namely by selecting legislative candidate members who have relationships, good relations, and are community figures, can be said to be successful in attracting their interest in choosing legislative member candidates from MCC (Pudjiastuti, Sri Rahayu Iriansyah, 2024). This is evident from the high level of community participation in supporting candidates known to be close to them, who already have trust and a positive track record at the local level. Apart from that, this more personal approach allows PKS legislative candidate members to be able to convey the aspirations of the people more directly and on target, increasing voters' confidence in providing support. Thus, this strategy has proven effective in strengthening PKS's vote base in Sabang City in the 2024 general election. This is proven by the increase in the number of seats from the previous year. As Ustadz Muhajir said yesterday, he said that:

*"We are approaching the community in the electoral districts that we have determined as strong electoral districts for our victory, from electoral district 2, namely Sukajaya, we have a target of getting two seats, electoral district 1 Sukakarya has a target of getting one seat, and electoral district 3 Sukamakmue we don't have a target. to get a seat, because Sukamakmue is a new electoral district and we didn't have high expectations, but thank God, in this third electoral district, we also got a seat to be a representative in the Sabang City legislative body."*

Based on the results of the interview above, it can be concluded that the strategy of determining electoral districts (dapil) as priority electoral districts can be said to be successful and in accordance with the desired targets (Kamal et al., 2021). Even though electoral district 3, which includes Sukamakmue District, did not have high expectations of winning a seat in that district, by using the right strategy, PKS succeeded in occupying 1 seat. This success shows that even though the challenges in this electoral district are quite large, a focused strategy and selecting the right candidates can produce better results than expected. This also proves that with careful planning and a more local approach, PKS was able to gain significant support in areas previously considered more difficult to win.

## **Obstacles and Obstacles Faced by the Partai Keadilan Sejahtera in Winning the 2024 Legislative Election in Sabang City**

In the 2024 general election in Sabang City, the Partai Keadilan Sejahtera apart from being successful in getting four (4) seats from the large number of votes obtained from the three (3) sub-districts in Sabang City, the Partai Keadilan Sejahtera also faced various obstacles or problems. -obstacles that make it a challenge in successfully winning (4) these seats. The challenges of these obstacles or obstacles can be seen in the 2024 general election in Sabang City, namely in efforts to obtain a large number of votes in the electoral districts in Sabang City, where in Sabang City there are 3 electoral districts.

In this aspect, the Partai Keadilan Sejahtera faced problems and obstacles in the 1st Suka Karya electoral district, which is a strong urban-based electoral district and has a small seat quota base, so that the Partai Keadilan Sejahtera only got a small number, namely 1 seat, and there were not too many cadres, so PKS got and occupied it. fourth order. Apart from that, the Partai Keadilan Sejahtera in electoral district 3 Suka Makmue, which is a split electoral district from the Suka Karya electoral district, also has problems or obstacles because it is not a priority electoral district for their party's vote acquisition, so PKS does not raise too many cadres in that electoral district and PKS does not have high expectations and predictions. high, but PKS also obtained and won 1 seat in the Suka Makmue electoral district thanks to PKS cadres who are figures who have good relations with the community and are unanimously supported by one of the local Gampoeng in the area.

As for electoral district 2 Suka Jaya, which is a large electoral district and is indeed a priority electoral district for the PKS party, where the PKS membership base is large and strong in this electoral district, PKS was able to get 2 seats in accordance with the target estimated by PKS. Thus, even though in the 2024 general election the Partai Keadilan Sejahtera still faces obstacles and obstacles, PKS is still able to obtain 4 seats to represent the District/City People's Representative Council (DPRK). Apart from these obstacles, the Partai Keadilan Sejahtera also has its own obstacles in obtaining a large number of votes in the 2024 Sabang City general election, one of which is that the Partai Keadilan Sejahtera has obstacles in obtaining a large number of votes in electoral districts or regions. which is not an area that is not a priority for the Prosperous Justice Party, in a electoral district that is not a priority for the Partai Keadilan Sejahtera because of the party's small database, PKS is having problems getting a lot of votes for the 2024 election in the city of Sabang.



The Partai Keadilan Sejahtera, which has long been known in Sabang City, together with figures and faces of party cadres who have long interacted with the local community, have been able to establish close relations with the surrounding environment. However, the obstacle that exists for PKS is introducing new cadres or new faces as well as new figures in regions or electoral districts that are not a priority for PKS, so the main challenge is how to make them widely known and able to gain significant support. This is a big challenge, because to be able to compete in non-priority electoral districts, PKS needs to build trust and connections with people who are not yet used to these new faces, so that they can get a lot of votes in the 2024 general election in Sabang City.

Meanwhile, in dealing with these obstacles or barriers, the Partai Keadilan Sejahtera also has its own way of dealing with these things, to increase the level of recognition of cadres and new faces of figures in the surrounding community through various activity programs to improve its image (Trianggorowati & Al-Hamdi, 2020). party in the community so that it is better known in the Sabang city environment. One example is that the Partai Keadilan Sejahtera often holds charity activities and social activities, such as sacrificial and birthday activities programs as well as social assistance if disasters occur, so that this is able to help introduce the Partai Keadilan Sejahtera to the public. wider community environment to be able to obtain a large number of votes.

As for the aspects that have been obtained or have been implemented in dealing with these constraints or obstacles in introducing new faces and strengthening the acquisition of many votes, they have proven to be relevant and capable of resolving these obstacles (Williams et al., 2016). It is proven that there are new faces or new figures of the Prosperous Justice Party (Heinze & Weisskircher, 2021). who managed to achieve and win with a large number of votes in the 2024 Sabang city general election, so that these obstacles or obstacles have begun to be quite resolved and have proven capable of being carried out in regions or electoral districts that are not the priority database of the Prosperous Justice Party, even though this is Thus, it cannot be denied that these constraints or obstacles are indeed a crucial problem in preventing getting a large number of votes in the 2024 Sabang city general election (Faiza, 2019).

Apart from the obstacles or constraints that are quite obstructive in getting a lot of votes, the Partai keadilan Sejahtera also has quite a few obstacles or obstacles that occur, such as introducing the Partai keadilan Sejahtera to the millennial and gen- eral society. z or also known

as beginner (first) voters, to get a lot of votes from the community of beginner voters, the Partai Keadilan Sejahtera conquers it with activities that are able to be known among the community of beginners, thus giving birth to activities such as social activities. trainings and religious assistance charity activities, this was carried out to be able to introduce the Partai Keadilan Sejahtera to the community of beginner voters, so that this can be done to get more votes in the 2024 Sabang city general election.

## CONCLUSION

In the 2024 legislative general election in Sabang City, the Partai Keadilan Sejahtera succeeded in increasing their seat tally from one seat in 2019 to four seats in the Regency People's Representative Council (DPRK). This increase was achieved through an intensive campaign strategy, including a direct approach to the community, especially first-time voters, with outreach activities and discussions regarding the importance of participation in elections. The "PKS MUDA" program is one of the main efforts to attract the sympathy of the younger generation. In addition, PKS determines priority electoral districts and selects cadres who have good relations with local communities, which has proven effective in winning votes. This strategy shows the success of PKS in gaining greater support and meeting the target of obtaining the desired seats.

In the 2024 general election in Sabang City, despite facing various obstacles and obstacles, the Partai Keadilan Sjahtera succeeded in winning four seats in the Regency/City People's Representative Council (DPRK). The main challenges faced by PKS included difficulty in obtaining votes in electoral district 1 Suka Karya, which is an urban area with a limited seat base and not many cadres, so it only got one seat and finished fourth. In electoral district 3 Sukamakmue, which is not a priority electoral district and is a fraction of the Suka Karya electoral district, PKS did not have high targets but still managed to get one seat thanks to strong support from cadres who are community leaders.

## ACKNOWLEDGMENTS

Thanks are expressed to the Sabang City specially to Partai Keadilan Sejahtera for being willing to be a resource and provide information and data that is very useful for the author. Thank you also to all the sources who took the time and were willing to be interviewed, so that this research could run smoothly and provide useful results. Without support and contributions

from all parties, the completion of this paper would not have been achieved. Hopefully the information obtained can provide useful insights for political developments in Sabang City.

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