

Political Communication Strategy of the Prosperous Justice Party (PKS) to Maintain Victory in the 2024 General Election for the Bandung City Regional People's Representative Council (DPRD)

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ABSTRACT

The Prosperous Justice Party (PKS) was appointed to the Bandung City Regional People's Representative Council (DPRD) for the 2024–2029 term with the highest number of votes and seats in the general election of 2024. PKS became the dominant political party in Bandung City for the second time as a result of this election. The primary motivation for examining PKS's political communication strategy during the 2024 Election was the party's capacity to secure seats and votes in Bandung City. The method used in this study is qualitative. While secondary data was gathered via the media, primary data was collected through interviews. Based on the data analyzed, it can be concluded that PKS mostly uses direct political communication (door-to-door) to spread its political message in Bandung City, in addition to engaging during the campaign, political communication with the public takes place during a five-year period. To establish and preserve emotional connections with the community, PKS cadres and supporters, as well as party elites (council members and party managers), play a crucial role. In addition to direct contact, political communication is also done indirectly through the use of outdoor media, the internet, and social media platforms that tell compelling narratives consistently.

Keywords: Political Communication Strategy, Prosperous Justice Party (PKS), Bandung City, DPRD, 2024 Election.

INTRODUCTION

The General Election Commission (KPU, *Komisi Pemilihan Umum*) of Bandung City has completed the vote count recapitulation on Wednesday, March 6, 2024. From the results of the recapitulation of the Bandung City legislative election, the KPU of Bandung City has determined the vote tally of political parties, where the Prosperous Justice Party (PKS, *Partai Keadilan Sejahtera*) won the highest votes for the Bandung City Regional People's Representative Council (DPRD, *Dewan Perwakilan Rakyat Daerah*) election, with 297,937 votes, followed by Greater Indonesia Movement Party (Gerindra, *Gerakan Indonesia Raya*) in second place with 195,041 votes, and Indonesian Democratic Struggle Party (PDIP, *Partai*

Demokrasi Indonesia Perjuangan) in third place with 160,656 votes. Based on the calculation results, PKS's voice is still strong in the Bandung City. The vote tally this time was a repeat of PKS' victory, because in the 2019 legislative elections in Bandung City, PKS was ahead with 295,615 votes (Aurellia, 2024).

General elections (Pemilu, *Pemilihan Umum*) are an important moment in a democratic system when political parties and legislative candidates compete for voter support. In this context, political communication plays an important role in shaping the image of parties and candidates in the eyes of voters. For political parties, the political communication process carried out during the campaign can explain to the public the picture of the party's ideology, vision, mission and programs offered. Apart from being ideologically motivated, this process is also carried out in order to get the most votes from the public, in concrete terms being able to win the election. The victory of the Prosperous Justice Party for the second time in the city of Bandung for successively has inspired interest in conducting research on political communication carried out by PKS in the 2024 General Election for the Bandung City Regional People's Representative Council.

The concept of political communication for political parties is determined by their relationship with voters and their voting behaviour. As noted by (Denver et al., 2012) attempting to sway voters' opinions is as old as competitive politics itself: "For as long as there have been contested elections, candidates and their allies have attempted to persuade the relevant electorate to vote for them." It follows that politicians looked for more effective ways to get their points across as elections got more competitive.

Political parties engage in political communication processes as a strategic effort to secure victory in elections. These processes encompass a wide range of activities designed to convey the party's messages, policies, and values to the electorate effectively. The goal is to persuade voters to support the party and its candidates, thereby gaining a competitive edge over rival parties. Political communication involves various tactics, including public speeches, media campaigns, social media engagement, debates, and direct voter outreach. Parties craft their messages to highlight their strengths, address voter concerns, and differentiate themselves from their opponents. They also tailor their communication to target specific demographics, ensuring that their messages resonate with different segments of the population. Moreover, political parties utilize research and data analysis to refine their communication strategies, understand voter behaviour and preferences to optimize their outreach efforts. By effectively managing their political communication, parties aim to build a strong, positive image, mobilize supporters, and ultimately secure the votes needed to win elections. Political communication focuses on words, namely how parties organize communication to achieve their political goals.

Political communication by parties involves several key elements that are essential for effective engagement with voters and successful election campaigns. These elements include:

1. **Extensive Strategic Planning:** Political parties invest significant effort in developing comprehensive strategic plans. This involves setting clear objectives, identifying target audiences, and devising messages that align with the party's goals and values. Strategic planning includes scheduling campaign activities, allocating resources efficiently, and anticipating potential challenges. It ensures that all communication efforts are cohesive and directed toward achieving electoral success.

2. **Constituency Campaigning in the Digital Age:** With the advent of digital technology, political parties now leverage online platforms to reach and engage with constituents. This includes using social media, websites, email campaigns, and online advertising to communicate with voters. Digital campaigning allows parties to interact directly with constituents, gather feedback, and respond to concerns in real-time. It also enables precise targeting through data analytics, ensuring messages reach the intended audience effectively.
3. **Controlled Elements on Political Marketing:** Political marketing involves promoting the party and its candidates much like products in a commercial market. This includes branding, creating appealing visual and verbal messages, and managing the party's public image. Controlled elements of political marketing ensure that the party's messaging remains consistent across all platforms and interactions. This helps build a strong, recognizable brand that voters can trust and support.
4. **Techniques Applied by Politicians to Influence the News Agenda:** Politicians use various techniques to influence the media and shape public discourse. This includes holding press conferences, issuing press releases, participating in interviews, and staging media events. By effectively engaging with journalists and news outlets, politicians aim to ensure that their perspectives and policies are prominently featured in the news. Controlling the news agenda helps shape public opinion and keeps the party's key messages in the forefront of voters' minds.

These elements combined form the backbone of political communication strategies, enabling parties to effectively convey their messages, engage with voters, and influence public perception in their favor (Foster, 2010).

A campaign is fundamentally just political communication. Campaign managers must communicate with staff members, contributors, activists, and supporters to effectively organize a campaign. Communication is essential to establishing and maintaining relationships and coordinating operations when a campaign's objective is to forge alliances between groups with comparable interests and objectives. To contact supporters and convince them to actively support the campaign, communication is necessary if the campaign's goal is to mobilize them. Building relationships with editors and journalists to influence how the media frames stories, agendas, topics, events, and procedures is vital if the campaign is about how the mainstream media covers politics. If the election campaign involves voter contact, communication is needed to reach voters by phone, outdoor activity or knocking on doors, and for face-to-face conversations with voters. And if the goal of the election campaign is to change the information environment in such a way that the campaign is placed in the most favourable position and the opponent in the most unfavourable position, then all modifications of the political information environment, branding and positioning require political communication (Strömbäck & Kioussis, 2014).

Political Communication as Part of *Da'wah*

In two election periods, namely in 2019 and 2024, PKS successively won and obtained the highest seats in the Bandung City DPRD. PKS's victory in these two election periods reflects the great political power of the PKS so that even in a relatively brief they could dominate the

local political scene in sequence. PKS's victory is certainly inseparable from how they conduct political communication with voters.

PKS is one of the Islamic-based political parties in Indonesia. For PKS, politics is not just about power, but more than that, politics is a field of da'wah to enforce Islamic values that are rahmatan lil alamin. PKS is known as a da'wah party because the motivation for forming this party was based on conducting da'wah in the political field (Suryana, 2021). Furthermore, Amrullah (2009) argues that the da'wah approach in PKS's political communication strategy can be understood considering the function of da'wah as a channel for acculturation of religious teachings at the level of community life, always in contact and struggling with the movements of the people who surround it. Thus, political communication as part of PKS's da'wah refers to the communicative efforts made by this party to spread political messages based on Islamic values.

Several studies on political strategies, especially PKS political communication strategies, explain the combination of moderate and Islamic issues (Al-Hamdi, 2022; Homayotsu, 2011; Kamal, Darmawan, Agustino, 2021; Mansur & Ganis, 2019; Nurussaradah, Sumartias, & Priyatna, 2008; Rahmi, Widiyati, Suaib, 2016; Utomo & Ahmad, 2023). However, it does not indicate that PKS is a party with a fully Islamic platform. Tanuwidjaja (2012) explained that to compete with other parties, PKS implemented a moderation strategy to compete for voters, especially those who were resistant to the PKS da'wah strategy movement. Therefore, although PKS is an Islamic party, organizationally PKS has transformed through a moderation strategy to gain support from non-Islamist groups. In the context of the political spectrum, Tanuwidjaja (2012) termed the middle group as the electoral target of PKS's moderation strategy.

Then, PKS's political strategy for increasing electoral votes is concentrated on the aspects of products and places. The results of the moderation strategy are strengthened in various policy platforms or products (Al-Hamdi, 2022). PKS political communication products include providing welfare services to strategically targeted constituents to build a community base (Hamayotsu, 2011). Product is campaigned in strategic places to increase electoral influence. In addition, this pattern is also supported by a specific platform and strong candidate characteristics (Al-Hamdi, 2022). PKS's political communication strategy also involves open ideological discussions to shape a more inclusive party image and gain wider voter support (Nurussaradah, Sumartias, & Priyatna, 2018). Therefore, the characteristics of PKS's political strategy in political contestation prioritize sustainable programs as a form of party social responsibility by intensifying service activities for the community (Mansur & Ganis, 2019).

Moreover, to confirm that PKS takes steps to moderate the party, although PKS maintains a platform, their elites can cooperate or build coalitions with other parties and other non-Islamist elites in the context of electoral politics (Hasan, 2012). Then, PKS's political communication strategy is to build an inclusive self-image, eliminate stereotypes, and prioritize cooperation with all elements of the nation (Kamal, Darmawan, & Agustino, 2021). PKS also prioritizes event management, campaign volunteer mobilization, and strategic digital communication to reach young voters as part of its political public relations activities Utomo & Ahmad, 2023).

In the context of the 2024 legislative election contestation in Bandung City, PKS consistently endeavors to frame its political communication within an Islamic context as part of its strategy to win the support of the local populace. This involves emphasizing Islamic values, principles, and cultural elements in their messaging and outreach efforts. By aligning their communication with the religious and cultural identity of many Bandung residents, PKS aims to resonate deeply with the electorate's beliefs and values.

This strategic framing includes incorporating Islamic teachings into their political platforms, using religious language and symbols in their campaigns, and highlighting their commitment to issues important to the Muslim community. PKS also organizes events and activities that reflect Islamic traditions and practices, further reinforcing their identity as a party rooted in Islamic values. By doing so, PKS hopes to attract and solidify the support of voters who prioritize their religious identity in their political choices, thereby strengthening their position in the 2024 legislative elections in Bandung City.

In terms of the composition of legislative candidates nominated by PKS in Bandung City, a significant number of these candidates possess an Islamic education background. This is a deliberate aspect of PKS's political communication strategy, which begins with the careful selection of candidates who align with the party's Islamic values. By promoting individuals who have strong Islamic credentials, PKS aims to appeal to the Muslim majority in Bandung City, hoping to garner their votes based on shared religious values and cultural affinity.

This strategic approach ensures that the candidates can effectively communicate and resonate with the electorate's religious sensibilities. PKS leverages the candidates' Islamic backgrounds to build trust and credibility among Muslim voters, who may feel more represented and understood by candidates who share their educational and religious experiences.

Moreover, PKS differentiates itself from other parties by consistently integrating Islamic values into its political communication process. This includes framing campaign messages around Islamic principles, using religious rhetoric, and highlighting the party's commitment to upholding Islamic moral and ethical standards in governance. This method of communication not only appeals to the religious identity of the voters but also reinforces the party's image as a genuine representative of Islamic interests in the political arena. As a result, PKS's unique approach helps it stand out in the competitive political landscape of Bandung City, attracting support from voters who prioritize their faith in their political decisions.

METHODOLOGY

This study uses a qualitative method, where the research uses several primary and secondary data. The advantage of the Qualitative Method is that it is more detailed and in-depth, considering that this research focuses on quality. Primary data was obtained from interviews with the Chairman of the Bandung City Regional Representative Council (DPD, *Dewan Pimpinan Daerah*) of PKS Bandung City, apart from that, interviews were also conducted with political observers in Bandung City. Meanwhile, secondary data was obtained from the media which explained aspects of PKS's victory in Bandung City. After the data was collected, the researcher validated the data using data triangulation techniques.

This case was chosen based on the uniqueness of PKS in maintaining its title as the winning party in Bandung City. Furthermore, PKS distinguishes itself as one of the few Islamic parties in Indonesia to achieve significant success in the legislative elections in Bandung City. Unlike other Islamic parties that failed to secure a position within the top three in terms of votes, PKS managed to resonate strongly with the electorate. This success can be attributed to PKS's effective political strategies, robust community engagement, and ability to address local issues that matter to the voters. Their approach, which combines direct communication, emotional ties, and consistent presence in the community, has enabled them to gain substantial support and secure a prominent position in the local political landscape. This achievement underscores PKS's unique capability to connect with voters and effectively mobilize support, setting it apart from other Islamic parties in the region. Then, PKS has distinctive organizational management, especially in strengthening the collaboration of elites, cadres, and sympathizers during election contestation. This collaboration pattern influences PKS's political strategy in Bandung City. Therefore, PKS is the object of our study, especially regarding their political communication strategy for winning the 2024 legislative elections in Bandung City.

FINDINGS AND DISCUSSIONS

Role of Elites, Cadres and Sympathizers in Political Communications Process

In the PKS political communication process, all party elements have different roles but practically remain connected. These elements consist of party elites, cadres, and sympathizers. First, it's understood that PKS prioritizes the continuity of the direction of the party's movement rather than only highlighting the aspect of character. For PKS, party elites are not individuals who rely solely on popularity, but party elites are individuals who can optimally mobilize the party machine.

Therefore, PKS elites tend to emerge from a multi-level cadre system. Elites know the political dynamics and challenges faced at the grassroots level. As a form of internal regeneration, PKS encourages potential cadres to participate in elections, particularly in legislative elections. Some cadres will be selected to become the party elite and be responsible for the sustainability of the party at the central and regional levels, especially in fighting for the characteristics of PKS as an Islamic party in Indonesia. The long process of becoming a party elite strengthens the interaction pattern between the elite and its cadres. The party elite plays a major role in determining organizational policies, both strategic and technical.

In the context of political communication in the legislative general election in Bandung City, the PKS party elite determines whether political communication can successfully win votes or not. They have a role in formulating the direction and strategy of PKS political communication in winning votes in the 2024 legislative elections in Bandung City. Party elites will communicate with the public through various activities, such as campaigns, debates, and public dialogues. Not only that, the party elite also plays a role in influencing public opinion by developing narratives that show the party's alignment with the community.

Thus, the elite not only determines the direction of party policy but also becomes a symbol of the party. The party elite becomes the face of the party in the momentum of political

contestation. Elites determine what messages will be conveyed to the public, either in campaign momentum or other routine activities. The political communication pattern of Partai Keadilan Sejahtera (PKS) is profoundly influenced by the policies set by its elites at both the central and regional levels. In this context, the term "elites" encompasses not only the current party administrators but also those individuals who were elected as board members in previous periods. These elites, through their established policies and strategic decisions, shape the overall direction and effectiveness of PKS's political communication. Their influence extends to the formulation of party messages, outreach strategies, and engagement with both the electorate and other political entities. Consequently, the consistency and coherence of PKS's political communication are tightly linked to the historical and current contributions of these influential figures within the party's hierarchy.

The elites or the essential figures of the party also have a role as a preacher or they called it "ustad". The highest party members have the highest qualification as an "ustad". Therefore, the PKS is well-known as a dawah party. The label not only comes from their activity for spreading Islamic values in their campaign but also from their identity as a preacher. Only those who have reach the highest tarbiyah in internal PKS who can be a candidate for legislative or executive to compete in general election.

For example, on the official website of PKS Bandung City, namely <http://bandung.pks.id/>, the content tends to highlight the role of legislative members from PKS in responding to issues such as congestion, poverty, unemployment, and other issues. This means that the term elite is not only associated with one strong person but with those who have strategic positions in the organization. This strengthens the argument that the distribution of power within PKS is more evenly distributed, so that those who have positions in the party structure and those who sit in the legislature, both have a central influence on their respective constituents. Therefore, PKS political communication patterns tend to be shaped by collaboration between elites and other instruments.

Second, the party elements that determine the success of the political communication process are party cadres. They function as liaisons between the party elite and the community, as well as assisting in party campaigns and promotions. Party cadres are directed to develop their parties so that political messages packaged through communication can reach all levels of society. PKS cadres also play a role in advocating social issues and providing services to the community, such as legal aid, health, and education. This is expected to improve the party's image and demonstrate PKS's commitment to be involved in efforts to prosper the community. In the context of the campaign, these party cadres are responsible for various campaign activities, ranging from the distribution of campaign materials, organizing events, and mobilizing and consolidating supporters. From the aspect of information dissemination, party cadres can become informants who spread PKS political messages to the wider community.

In this context, party elites conduct political consolidation with their cadres to reach the wider community. Political messages conveyed in various series of internal party activities are then disseminated to the wider community both directly and indirectly. PKS cadres who mingle with the community convey these political messages in their respective environments, especially in their immediate environment, such as family and neighbors. In addition, political

messages are also disseminated by cadres through social media platforms. Therefore, the pattern of message dissemination or political communication carried out by cadres is a continuation or extension of the party's political communication strategy. Cadres actively support the dissemination of communication content or products designed to be disseminated directly or indirectly.

In line with what Hamayotsu (2011) explained, cadres play a role in spreading PKS moderation products related to welfare issues. Ideologically, PKS cadres have understood the principles of the party which tend to be based on Islam, but cadres also translate these principles in the form of a more moderate platform so that they can be more accepted by the general public. Therefore, cadres have a strategic role in strengthening the party's support base at the grassroots. The regeneration process and cadres' ideological understanding of party values strengthen their role to continue fighting for the party's interests, including the success of the party's political communication strategy in their respective environments.

Third, sympathizers also play a role in the PKS political communication process in Bandung City. Although they are not formally part of the party management structure, they also contribute to the PKS victory in Bandung City. Sympathizers can boost party electability and help strengthen public support for the party. Additionally, activities organized by the party are often enlivened by the participation of sympathizers so that this can be a momentum for the party to show the strength of electoral support in the 2024 elections, such as the PKS grand campaign in Bandung City.

In this context, sympathizer support emerges based on several patterns. First, support arises because PKS nominates presidential and vice presidential candidates supported by these sympathizers. This is because legislative elections in Indonesia are held simultaneously with presidential elections. Therefore, candidates are likely to provide a coattail effect with the support of their sympathizers in increasing PKS votes. Second, sympathizers arise because of the platform or idea product. This type of sympathizer tends to look at party programs or party policies in responding to current issues. Third, sympathizers who appear because of their character or ties to party cadres. This type of sympathizer is connected to party members or cadres, but they are not officially bound to the party. They participate in supporting PKS because they are influenced by the characterization of PKS elites or cadres.

Direct Communication

Direct communication is a type of communication that is conducted to flow information directly to the target audience, in other words, without intermediaries. Direct political communication strategy is characterized by bringing together face-to-face political actors with potential voters. Direct communication is considered effective because it allows for a more real and in-depth exchange of information. Through direct communication, voters tend to feel more satisfied with their choices because they can avoid media bias that often shows a side that does not match the real world.

PKS Bandung City emphasizes the importance of political communication as a means to convey ideology, vision, mission, activities, and programs offered. Not only that, direct political communication for PKS is also related to how they are involved in efforts to solve

problems that exist in the community. PKS Bandung City compiles and implements direct political communication strategies, such as presenting various party activities that have beneficial values for the community, such as blood donation, barista training, cooking training, sports, etc. These activities are then infiltrated by the public. These activities are then infiltrated with narratives containing information about parties and candidates so that people can see concretely how PKS contributes to increasing the empowerment of the people of Bandung City.

In addition, the form of direct political communication chosen by PKS is to visit all sub-district level administrators in Bandung City. This method was chosen so that PKS could convey various things widely, including accommodating aspirations. In this activity, PKS Bandung City also utilizes a network of cadres who are community leaders or administrators of organizations at the local level, such as mosque administrators, etc. This activity is also a form of strengthening or consolidating the organization in maintaining the voter base in their respective regions.

Furthermore, PKS conducts political communication not just during election campaigns but continuously over time. This ongoing strategy ensures that PKS has ample opportunity to disseminate information and political messages broadly to the public. This approach highlights PKS's commitment to maintaining a stable and sustainable political communication strategy, ensuring consistent engagement and connection with the electorate throughout the entire political cycle, not just during campaigns.

Then, the target of PKS's political communication strategy is all levels of society. In other words, PKS Bandung City does not have a specific target in the political communication process. However, PKS still adjusts the information content to the conditions of voters in Bandung City. PKS knows how to communicate with youth voters, women voters, voters from farmers, and so on. This confirms that PKS has carried out a moderation strategy to reach non-Islamist voters. The moderation communication strategy helps PKS to build a more inclusive image, even though the party is based on Islam. Therefore, the target of all levels of society illustrates PKS's moderation pattern in expanding its political influence, especially in increasing its votes in legislative elections.

In the context of the political ideology spectrum, PKS tends to be associated as a right party. However, in terms of electoral strategies, especially political communication, PKS has made several transformations, including through platform moderation. This was adopted by PKS Bandung City. They formed and carried out social functions in various fields, such as education and health. In addition, the function of political communication is not only to convey messages to the public but also to accommodate aspirations and complaints from the community to be forwarded to the level of policymakers.

Technically, the direct communication strategy is carried out by PKS elites and cadres. PKS politicians and campaign teams visit people's homes to deliver political messages, distribute campaign materials, and dialogue directly with voters. These methods are claimed to allow more effective personal interaction to build trust and bring politicians closer to their respective constituents. Therefore, the direct communication strategy is the main tool of PKS Bandung City in maintaining and expanding its support base.

Indirect Communication

In contrast to direct political communication, indirect communication refers to the process of transferring information through intermediaries. In an era where the sophistication of information and communication technology is increasingly sophisticated, indirect political communication strategies are important because they have a wider reach, time efficiency, and more detailed content that can be accessed at any time. Solihin (2018) argues that indirect political communication allows parties to improve the function of articulation and aggregation of interests. By using mass media, parties can reach more people and spread across various regions.

PKS's indirect political communication strategy to gain votes in the 2024 legislative elections in Bandung City is conducted using outdoor media or campaign props, such as banners, billboards, and billboards. These media are used by PKS to convey its political messages by including narratives about morality, narratives of populism, and so on. Not only that, PKS also packages political messages through indirect communication through congratulations on major religious holidays, organizational years, regional years, and other important events.

In addition, indirect communication strategies are carried out through campaigns in the digital space. PKS has various popular social media accounts, such as Instagram, TikTok, and Facebook to disseminate campaign content. PKS targets voters among young people who tend to be active in using the internet and social media. The success of PKS in campaigning on social media can be proven by the number of followers of PKS social media accounts which tend to be more when compared to the accounts of other parties that are its competitors in the 2024 legislative elections in Bandung City.

PKS's consistency in implementing direct and indirect communication strategies explains PKS's success in the 2024 election contestation. Apart from continuing to build communication with the community both during the campaign and outside the campaign. PKS's political communication strategy is supported by patterns of using campaign tools and social media. This illustrates that PKS has a concern about expanding its electoral base in Bandung City. Although PKS is identical to an Islamic party, this research strengthens the argument that in the political communication strategy, PKS implements a moderation strategy to enter the Central part which is electorally more than on a certain ideological side.

CONCLUSION

Why PKS in Bandung City can maintain its position as the party with the most votes in the legislative elections? Our analysis reveals that in Bandung City, PKS employs a predominantly direct political communication strategy, notably through door-to-door interactions. This approach involves personal visits and face-to-face conversations, allowing PKS representatives to engage directly with community members. Importantly, this direct communication is not limited to campaign periods; instead, it is a year-round effort. PKS consistently reaches out to the community throughout the year, ensuring a continuous presence and fostering stronger connections with the electorate. Therefore, direct interaction remains the cornerstone of PKS's political communication strategy in Bandung City, emphasizing personal engagement and

sustained community outreach. However, the door-to-door political communication process implemented by PKS is structured through a series of well-defined internal processes. These processes involve meticulous planning, coordination, and execution, ensuring that each door-to-door interaction is meaningful and effective. Firstly, PKS identifies key target areas and demographics within the community. Following this, party members undergo training to effectively convey the party's messages and policies, ensuring consistency and clarity. Additionally, there are logistical arrangements to schedule visits and track the progress of these interactions. The party also gathers feedback from these encounters to refine their strategies continually. Thus, the door-to-door political communication approach of PKS is not a spontaneous effort but a carefully orchestrated series of actions designed to maximize engagement and impact within the community.

There is a role of party elites, such as regional legislative council members and party officials that determine the substance and pattern of movement of door-to-door political communication strategies. In addition, PKS cadres and sympathizers are instrumental in building and maintaining emotional ties with the community. These individuals actively engage with residents, fostering trust and rapport through personal interactions and support. Their efforts go beyond mere political messaging; they often involve participating in community activities, addressing local concerns, and providing assistance where needed. The structured coordination and consistent communication patterns further enhance these relationships. PKS has established systematic methods for its cadres and sympathizers to communicate with the community, ensuring regular and meaningful engagement. This includes organized meetings, ongoing dialogues, and continuous feedback loops, which help in understanding and addressing the community's evolving needs and preferences. Through these sustained efforts, PKS not only strengthens its presence but also solidifies its position in the electoral landscape of Bandung City. The emotional connections fostered by cadres and sympathizers, coupled with a disciplined approach to communication, create a robust foundation for PKS's political influence and success in local elections. Regarding to direct communication, political communication is also carried out indirectly, namely by using website and social media. Consistency, coordination, and collaboration are the main pillars in building PKS political communication in the 2024 elections in Bandung City.

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