

The Role Of Political Parties In Increasing The Electability Of Regional Head Candidates In Tulungagung (Special Study Of Winning Candidate Pairs In Winning Gabah Pairs)

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Abstract:

This research aims to analyze the role of political parties, especially the Gerindra Party, in increasing the electability of regional head candidates in Tulungagung Regency. Election of regional heads is an important democratic mechanism in determining regional leaders who will carry out government policies. In this context, political parties have a strategic role in supporting the regional head candidates they support through various means, including strengthening political networks, campaigns, and gathering community support. The Gerindra Party, as one off the political parties active in political dynamics in indonesia, has played a role in increasing the popularity and electability of the candidates it supports. This research uses a qualitative approach with a case study method to explore more deeply the strategy implemented by the Gerindra Party in Tulungagung, as well as its impact on increasing the electability of regional head candidates. The research results show that support from political parties in the form of preparing structured campaign strategies, utilizing volunteer networks, and strengthening political communication with the community has made a significant contribution to increasing the electability of regional head candidates. It is hoped that this research will provide an overview of the central role of political parties in the local democratic process and its implications for regional head elections at the district level.

Keywords:

Political Parties, Electability, Regional Head Candidates, Gerindra Party

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Introduction

As a country, Indonesia's democracy is closely related to a political system based on the will of the people. J.J. Rousseau also emphasized that the people should not surrender their sovereignty to the government. Rousseau argued that even if there is a government in power, the people should not hand over their sovereignty to the government because the government must follow the will of the people. Because democracy ensures that people make rules that benefit them and protect their freedoms. Thus, the people control the government of the state because of the collective rules that support its existence.

We need to know that to achieve and maintain the nation's culture is very important. Not everyone agrees with the idea of people's sovereignty because it makes a difference to the general election system or participatory elections that elect people's representatives in the legislature. Therefore, people's representatives are needed to meet the wishes of the people. All political parties welcome it with joy in almost every election. Some are even preparing to bring their best cadres as potential candidates to run for office. This is also regulated in Article 65 paragraph (2) and paragraph (3) of Law Number 8 of 2012 which states that each political party participating in the election has the opportunity to nominate a candidate with a total of 120% of the number of seats available in each constituency.

This law allows political parties to conduct negotiations and negotiations, which are important in determining the quality and feasibility of prospective regional and national leaders. Political parties are the only organizations that are able to encourage public participation in legislative elections and become candidates for the most votes. Therefore, the mode of political parties in choosing candidates directly affects the quality of candidates in elections. Every political party has a vision and mission to achieve certain goals. An example of the function of a political party is as a "means of political recruitment".

Political parties conduct political recruitment to increase membership and attract technical personnel interested in participating in government. Political party registration is carried out to maintain the status and growth of political parties and help elect future leaders. However, the recruitment process is still not finished because the benchmark is

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importance, especially in terms of how a party obtains seats in government, it is not surprising that this recruitment strategy poses challenges for political parties, especially parties that do not have adequate social power. (Mukaromah & Alfirdaus, 2022).

The main principle of this theoretical framework implies that one's actions are directed to achieve a goal, which in turn is determined by the values or decisions of the individual himself. In this context, when capital plays a role in the process of habitus formation through personal experience, there will be the development of social domains and practices. The social environment then transforms into an arena of power, where certain groups compete for resources and access to capital. The world serves not only as a place where power can be applied, but also as a battleground where cadres compete for the desired position. At the local level, political conflicts occur when people struggle to have control over capital resources. It is a debate about who will be in charge of capital resources and how wealthy a person greatly influences their position in the social realm.

Therefore, capital plays a very important role in the social sphere. We can conclude that hierarchy in the social space is determined not only by the amount of money an actor has, but also by the structure of capital itself. According to Bordieu, economic, cultural, social, and symbolic capital are several types of capital that are spread in the social realm.

This study aims to identify the role of the Gerindra Party in Tulungagung Regency in increasing the electability of GABAH couples and the challenges they face. With a qualitative approach through case studies, the results of this research are expected to provide a deep understanding of the dynamics of political parties at the regional level and provide input in increasing the electability of the pair of candidates for regent and deputy regent in the Tulungagung regional elections.

The results of this study are expected to provide an in-depth understanding of the role of the Gerindra Party in Tulungagung in increasing the electability of the candidate pairs of regents and deputy regents carried by the party, revealing the challenges faced, and providing strategic recommendations to increase the effectiveness of political parties in increasing the electability of candidate pairs in the Regional Elections.

Methodology

This study uses a qualitative approach method. Descriptive qualitative research is usually often used to analyze the point of view of a research subject. The data collection method involves thorough interviews with activists and party members as well as document analysis to ensure the victory of the candidates for regent and deputy regent carried by the Gerindra Party. This research was conducted from the perspective of social facts, namely the perspective that explains social phenomena with statistical data. The purpose of the descriptive qualitative study is to learn more about new problems that arise in society, such as how rational choice factors affect the victory of the GABAH pair and how these rational choices affect voters in the city of Tulungagung ahead of the 2024 regional elections. In this case, the researcher plays an important role in qualitative research to interpret and interpret every phenomenon, symptom, and social situation.

Result and discussion

The Gerindra Party, as one of the political parties that has great influence in Indonesia, participated in the Regional Head Election (Pilkada) in Tulungagung Regency. The 2024 Tulungagung Regional Election is a momentum for the Gerindra Party to introduce the candidates it is carrying and strengthen its position at the regional level. As a party known to have a support base at various levels of society, Gerindra is trying to optimize its party structure and political network to win the election in Tulungagung.

Vision: To become a political party that is able to create people's welfare, social justice and the country's political order that is based on the values of nationalism and religiosity in the forum of the Unitary State of the Republic of Indonesia which is based on Pancasila and the 1945 Constitution which is always sovereign in the political field, has personality in the cultural field and stands on its own feet in the economic field.

Mission: 1. To maintain the sovereignty and upholding of the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution which was stipulated on August 18, 1945. 2. Encourage national development that focuses on people's economic development, sustainable economic growth and equitable distribution of development results for all citizens of the nation by always adhering to their own capabilities. 3. To form a social and political order of society that is conducive to realizing the sovereignty of the people and the welfare of the people. 4. Uphold the rule of law by

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prioritizing the principle of presumption of innocence and equal rights before the law and protecting all Indonesian citizens in a fair manner regardless of ethnicity, religion, race and/or group background. 5. Seize government power constitutionally through Legislative Elections, Presidential Elections and Regional Head Elections to create a strong and clean layer of national leadership at every level of government.



Figure 1.

The Regent Candidate Pair carried by Partai Gerindra

The results of the interviews show that the Gerindra Tulungagung Party has a significant role in increasing the effectiveness of the cabup and cawabup pairs (Gatut Sunu Wibowo, SE., ME and Ahmad Baharudin, SM). Gerindra, in the 2024 Tulungagung Regional Election, carries a pair of candidates who are considered to have the vision and capacity to lead this region in a better direction. The pair of candidates carried by Gerindra were selected based on their experience in the field of government and their ability to manage crucial issues in the area. The main focus of the Gerindra candidate pair is to improve infrastructure, improve the education and health sectors, and create jobs that can improve people's welfare.

Gerindra carries a pair of candidates who have a solid track record in the world of government and have closeness to the community. This pair of candidates was selected based on the consideration of their capabilities and vision in overcoming various problems in Tulungagung Regency. Gerindra hopes that the candidates they are supporting will be able to provide concrete solutions to the fundamental problems faced by the community,

such as access to better education, the provision of jobs, and adequate infrastructure improvements. The following are the pairs of candidates for Regent and Deputy Regent carried by the Gerindra Party (Gatut Sunu Wibowo, SE., ME and Ahmad Baharudin, SM) in the Tulungagung Regional Election for the 2024 – 2029 period to be held on November 27, 2024.

Table 1.

Votes for the 2024 – 2029 Tulungagung Regency Election

Regent's Name	Name of Representative Regent	Supporting political parties	Valid vote acquisition	Percentage Procurement Sound
Gatot Sunu Wibowo OR.,ME	Ahmad Baharudin SM	1. GERINDRA 2. GOLKAR 3. SMEs	297.883	50.73 %

In this case, the popularity of the Gerindra Party greatly helped the Gerindra Party candidate to win the regent election. Victory will inevitably be achieved through a special strategy designed by the party and the candidate's times, which is carried out thoroughly using all the resources available to the party. The couple of Gatut Sunu Wibowo, SE., ME, and Ahmad Baharudin, SM, worked together comprehensively to win the candidate pair in the 2024 regent election.

The Golkar Party can conduct political recruitment during the cadre regeneration process through persuasion, personal approaches or personal contacts, and other techniques that are considered to attract prospective cadres to be ready to become leaders. This leader was not born. The educational process, both formal and non-formal, is necessary to shape the character and soul of a leader. Political parties are very important to produce quality leaders. In addition, political parties should not carelessly choose members to participate in the election of regional heads. In addition, the party chooses

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candidates for regional heads. They must be proficient in various fields, have experience in leadership positions, and have no clear legal or corruption history.

The cadres of the people's coalition and the Golkar Party Victory Team continue to emphasize their five flagship programs during the election campaign. This is the approach used by the Golkar Party to operate the party system in the election contest. In fact, some communities that will choose the GABAH pair have a reason to choose them because they have the ability to solve problems. This couple has a more specific work program and is relevant to the problems that exist in Tulungagung, so the people who will vote for them have a reason to vote for them. Programs that can serve as these shared tools are the improvement of agriculture, livestock and industry. They did not vote due to rational factors, in contrast to some members. The winning cadres and teams emphasized strengthening ideology.

To push the party machine to the core. The internal consolidation process of the Gerindra Party continues, and the existing mass organization continues to develop. Political parties and other political organizations cannot function independently. To protect their interests, political parties form groups or organizations. After that, they joined the party itself. For example, during the regional elections, these organizations or groups will find it easier to disseminate information that cannot be directly reached by the party. Non-party volunteers also participate as volunteers and sub-district and district team leaders. Successful party teams will have to wait and see their opponents. The political party team is an important part of the party's strategy to win. Political parties must have a strong and effective campaign team if they want to win elections. That's because both parties have mutual interests in the ongoing political situation. The campaign team must be able to understand the opponent's power map. Party unity is also very important. When forming coalitions with other parties, internal party consolidation is very important so that the party's votes are not divided.

To face the regional elections, there is no doubt, the group must unite. The party optimizes the existing group because the group or community must already have a strong bond or structure. Farmer groups are one of them, which clearly have special plans to improve the agricultural sector. This was then taken over by the winning team of the GABAH pair. Campaign with volunteers and social media. In addition, many volunteers

who are committed to winning the GABAH pair joined the Gerindra Party and are spread across all 19 sub-districts of Tulungagung Regency. These volunteers are spread across every polling station, RT, and sub-district.

The Gerindra Party's campaign strategy in the 2024 Tulungagung Regional Election relies heavily on a direct approach to the community. Social and personal campaigns have become one of Gerindra's mainstays, by holding various activities such as open dialogues, going down to villages to listen to residents' complaints, as well as counseling on programs that will be implemented if elected later. Through this strategy, Gerindra hopes to establish an emotional closeness with voters, especially among the grassroots community that is the basis of this party's strength.

A coalition with other parties is also one of the key strategies for Gerindra in winning the 2024 Tulungagung Regional Election. Given the great potential for competition, Gerindra formed alliances with parties that had the same vision and mission. This coalition allows Gerindra to expand its support, both in terms of the number of voters and political resources owned by other parties. This support is indispensable to counter other candidates who also have significant political power in the area.

However, despite having a mature strategy, Gerindra still faces major challenges in the 2024 Regional Elections. Fierce competition with other candidates who have a high level of popularity and support from various elements of society is one of the main obstacles. Some of the candidates who fought in the Tulungagung Regional Election are influential figures who already have a strong mass base, so Gerindra must work extra hard to win the hearts of voters by offering programs that are more attractive and relevant to the needs of the community.

In addition, Gerindra must also be careful in managing issues that arise during the campaign period. Issues related to previous local government policies or internal party problems can affect Gerindra's image in the eyes of the public. Therefore, this party needs to maintain transparent and responsive communication to any criticism or problems that arise. A good communication strategy and wise management of issues will greatly determine the success or not of the Gerindra campaign in the Tulungagung Regional Election.

Party Effectiveness in Increasing Electability in Regional Elections

Increasing electability in the Regional Elections is one of the biggest challenges for every participating political party. Electability describes the extent to which the candidate carried by the party can be accepted and trusted by the public, which will ultimately determine success in achieving victory. For the Gerindra Party, increasing electability in the 2024 Regional Elections is very important in order to compete with other parties that also have great political power and support.

The effectiveness of the party in increasing electability in the Regional Elections depends on various factors, both from within the party itself and from external factors that affect voters. Here are some aspects that can affect the effectiveness of the party in increasing the electability of regional head candidates:

1. Nomination Strategy

The party must choose a candidate who is popular and has a good track record in the community. The right choice of candidate can immediately increase voter trust. If the party can choose a candidate who has credibility, experience, and closeness to the community, then the electability of the candidate will be more easily increased.

2. Resource Management

Effective management of human and material resources, such as solid volunteers and organized campaigns, can increase voter appeal. These resources can include campaign prop distribution, campaign fund management, and social media utilization.

3. Proper Message Delivery

The party must be able to convey a message that is in accordance with the needs and aspirations of the local community. In the Regional Elections, messages that are relevant to local issues will be more effective in attracting the attention of voters. Therefore, it is important for parties to conduct research on the problems faced by the public and adapt the campaign message accordingly.

4. Networks and Coalitions

Parties that have a wide network and build solid coalitions with other parties can increase the chances of a candidate's electability. A coalition can help attract votes from previously excluded groups of voters, thereby expanding the support base.

5. Internal Consolidation

Good internal consolidation between party administrators and regional head candidates is also important. If the party can maintain a harmonious relationship between party members and the candidate being promoted, this can give a positive signal to the public and increase support for the candidate.

Overall, the party's effectiveness in increasing electability in the Regional Elections is greatly influenced by the party's ability to choose the right candidates, formulate appropriate campaign strategies, and ensure strong support from various elements of society.

Challenges faced by the party in increasing electability in the Regional Elections

The Gerindra Party, as one of the major parties in Indonesia, faces its own challenges in increasing the electability of regional head candidates in the Regional Elections. Some of the specific challenges that Gerindra may face include:

1. Party Identity and Image

Gerindra is known for its nationalist and populist image, which is often connected to the figure of Prabowo Subianto as the party's chairman. However, even though Prabowo has high popularity at the national level, Gerindra needs to convince voters at the regional level that the party is capable of carrying candidates who are relevant to local needs. An image that is too centralistic or centered on Prabowo's figure can limit the party's appeal in the regions, where voters are more likely to see local leaders who have an emotional closeness to them.

2. Maintaining Local Coalitions and Support

Gerindra often forms coalitions with other parties at the regional level to be able to carry candidates for regional heads. However, the coalitions that are built are not always stable. Sometimes there are differences of interest among the parties in the coalition, which can be detrimental to the Gerindra party in gaining solid support. Instability in the coalition or tensions with other parties can reduce the electability of the candidates carried.

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3. Identity Politics and Polarization

Gerindra, with its nationalist and conservative identity, is often caught up in political polarization, especially when confronted with political rivals who carry issues based on religious, ethnic, or cultural identity. In some regions, identity politics can be a dominant factor in determining voter choice. Gerindra needs to be careful not to get caught up in excessive polarization that can actually harm their electability, especially in more heterogeneous or moderate areas.

4. Challenges of Facing Money Politics

Like many other parties, Gerindra also faces money politics problems that can damage their electability if not addressed properly. Although Gerindra is trying to maintain its image as a cleaner party, this kind of practice can still occur at the local level, and this risks damaging their credibility in the eyes of the public if they engage in money politics or fraud.

5. Public Trust in Political Parties

Like many other parties, Gerindra also faces challenges in building public trust in political parties in general. Many voters are skeptical of political parties because they are considered more concerned with the interests of the elite than the people. Gerindra needs to ensure that the candidates they are supporting are really close to the people and have a commitment to work for the benefit of the community.

Conclusion

One of the most important democratic ways to elect people who will lead local government is the election of regional heads. In this situation, political parties are strategically responsible for supporting their regional head candidates through the development of political networks, campaigns, and gathering public support. To increase the electability of candidates for the Tulungagung regional head, political parties are very important. Political parties can take advantage of the existing infrastructure to encourage support for the candidates they carry because they have a wide network and influence in society. Political parties support candidates better through organizational structures and campaigns, socialization, and other political activities. This strategy can increase the electability of regional head candidates because of greater trust from the public in candidates carried by major parties.

In addition, by building relationships with various sections of society, such as religious leaders, community leaders, and other interest groups, political parties also help regional head candidates to be seen well. The role of political parties in increasing the electability of regional head candidates in Tulungagung is not only limited to structural support, but also political communication strategies that can influence voter perceptions and choices, because these methods allow political parties to optimize the potential of regional head candidates in dealing with local political dynamics.

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Disclosure statement

The authors declare that there is no conflict of interest regarding the publication of this research. This study was conducted independently and objectively without any financial, personal, or institutional influence that could affect the findings or interpretation of the research.

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