



Political Communication Strategy of the Partai Demokrasi Indonesia Perjuangan in Efforts to Maintain Party Domination in West Lampung Regency

Andika Heri Susanto¹, Restu Rahmawati²

Abstract

The main objective of this research is to examine and analyse the political communication strategy of the Partai Demokrasi Indonesia Perjuangan (PDI-Perjuangan) in an effort to maintain its dominance in West Lampung Regency. This research uses qualitative methods and is explained using Anwar Arifin's political communication strategy theory. In an effort to maintain its party dominance in West Lampung Regency, PDI-Perjuangan took the following steps; First, maintaining its figures and strengthening party institutions. Second, creating programmes for the community and compiling political messages tailored to the community by making maximum use of the mass media. Third, building consensus not only with political parties but also non-political institutions such as religious institutions and traditional groups and being willing to open up to the community. These steps were taken as an effort to maintain party dominance in West Lampung Regency.

Keywords

Political Communications Strategy; Political Parties; Domination

Abstrak

Tujuan utama penelitian ini adalah untuk mengkaji dan menganalisis strategi komunikasi politik Partai Demokrasi Indonesia Perjuangan (PDI-Perjuangan) dalam upaya mempertahankan dominasinya di Kabupaten Lampung Barat. Penelitian ini menggunakan metode kualitatif dan dijelaskan menggunakan teori strategi komunikasi politik Anwar Arifin. Dalam upaya mempertahankan dominasi partainya di Kabupaten Lampung Barat, PDI-Perjuangan melakukan langkah-langkah sebagai berikut; Pertama, mempertahankan figurinya dan memperkuat kelembagaan partai. Kedua, menciptakan program-program untuk masyarakat dan menyusun pesan-pesan politik yang disesuaikan dengan masyarakat dengan memanfaatkan media massa secara maksimal. Ketiga, membangun konsensus tidak hanya dengan partai politik tetapi juga lembaga non-politik seperti lembaga keagamaan dan kelompok adat

¹ Universitas Pembangunan Nasional Veteran Jakarta, Jakarta, Indonesia

² Universitas Pembangunan Nasional Veteran Jakarta, Jakarta, Indonesia

Corresponding Author:

Andika Heri Susanto, Universitas Pembangunan Nasional Veteran Jakarta, Jakarta, Indonesia

✉ andikaherisusanto@gmail.com



serta bersedia membuka diri kepada masyarakat. Langkah-langkah tersebut diambil sebagai upaya mempertahankan dominasi partai di Kabupaten Lampung Barat.

Kata Kunci

Strategi Komunikasi Politik; Partai Politik; Dominasi

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Introduction

This research will examine the political communication strategy of the Partai Demokrasi Indonesia Perjuangan (PDI-Perjuangan) in an effort to maintain party dominance in West Lampung Regency. The reason researchers are interested in studying this phenomenon is because researchers see how entrenched the dominance of the PDI-Perjuangan in West Lampung has been for years in both the executive and legislative branches. This consistency is an interesting thing to study, where amidst the dynamics of vote acquisition patterns, changes in support bases, and other problems that occur in political parties both internally and externally, the West Lampung Regency PDI-Perjuangan was able to maintain its dominance for several periods in the executive branch and legislative. Moreover, the dynamics occurring at the Lampung provincial and national levels, which continue to experience changes, do not seem to affect the PDI-Perjuangan at the West Lampung Regency level. In the midst of the dynamics occurring, PDI-Perjuangan, West Lampung Regency, can continue to maintain its existence and position as the dominant party in West Lampung Regency. Therefore, this research will examine in more depth what political communication strategies are used by the PDI-Perjuangan to maintain its dominance in West Lampung Regency. This research will look at and produce findings regarding political communication strategies that enable the PDI-Perjuangan West Lampung to maintain its dominance.

Globally, political contestation is a common thing, in almost all countries there is political contestation as an effort to fight for political power and seize public office. To be a winner and achieve political goals in a political contestation, political actors and institutions must have strategies that are used to bring these institutions and actors to their political goals. If you look at it, each country has its own characteristics in implementing political communication strategies. Of course, the political communication strategies implemented in Indonesia will be different from the political communication strategies implemented in the United States, as

well as in other countries. This is adjusted to the conditions of the country and society in that country. In the United States, during Donald Trump's victory in the 2016 United States presidential election, Donald Trump and his party, namely the Republican Party, implemented a very well-crafted political communication strategy which resulted in victory for the Republican party and Donald Trump at that time. Some of the strategies used were segmenting and targeting voters, then Trump and his party also used Cambridge Analytica in conducting political marketing, making maximum use of social media, as well as advertising using Google and conducting digital marketing (Yovana et al., 2022).

Meanwhile, in Thailand, the 2023 general election was won by a youth party called the Move Forward Party which was able to defeat the military and conservative parties that had long been in power. The political communication strategy used to win the general election was to highlight young figures who had high qualities and intellect. Apart from that, in the narratives conveyed to the public, the Move Forward Party stated its anti-military stance as a protest against democracy in Thailand which is not yet running optimally, this party also offers measurable programs that can calm public unrest. The strategies used included improvising programs that had been carried out by their political opponents so that the programs could be maximized. Apart from that, the Move Forward Party attracted the attention of voters with ideas for eliminating discrimination and support for marriage for LGBT groups (Hutama, 2023). In Malaysia, Mahathir Mohamad, in his efforts to win the general election as prime minister in 2018, used a political communication strategy that emphasized rhetoric. Rhetoric is a form of political communication that directly addresses the intended target. As the main actor who conveyed rhetorical messages, Mahathir invited all Malaysian people not to vote for their political opponents who were considered corrupt. The message conveyed as rhetoric in a political campaign was then accepted by the public and made Mahathir win the election as prime minister of Malaysia in 2018 (Tutukansa, 2022). With differences in party systems, state conditions and social conditions in Indonesia, of course political institutions and political actors must implement different political communication strategies.

The large number of parties that exist in Indonesia and the very dynamic dynamics of political parties often cause several phenomena that are interesting enough to be studied as research material. The dynamic of party dynamics and the many changes that occur mean that political parties must be able to survive and continue to struggle to maintain their existence in society. Since the first general election in 1955 until now, the dynamics of political parties, both the patterns of gaining support and winning political parties at the national level, have always changed and are very dynamic (Kadir, 2014).

After the New Order era fell in 1998 and the Reform era began, elections became more dynamic and colorful. In the 1999 elections, the PDI-Perjuangan led by Megawati emerged as the winner in the legislature. However, in the 2004 election, the Golkar party again won the people's votes by becoming the winner of

the election at that time. Meanwhile, the Democratic Party, as a party that was just formed in 2001 and ratified in 2003, began its work by winning the 2004 presidential election. After this victory, in the next election, namely in 2009, the Democratic Party again increased its vote share by winning the presidential and parliamentary elections at the same time. However, in the next two periods, namely the 2014-2019 and 2019-2024 periods, the PDI-Perjuangan under the command of Megawati Soekarnoputri succeeded in controlling the government at the national level by obtaining the most votes in Parliament and winning the presidential election for two consecutive periods (Tamtomo & Galih, 2022).

One of the major parties that continues to survive and continues to develop is PDI-Perjuangan. In its journey, the party bearing the symbol of a *white-snouted bull* was faced with various quite complex dynamics and internal conflicts, until finally the name PDI-Perjuangan was born. This history began when there was a fusion of the five parties, namely the PNI, Murba Party, Parkindo, Catholic Party, and IPKI in 1973 to become the Indonesian Democratic Party (PDI), with the conflict that occurred, the PDI party base split into PDI Soerjadi and PDI Megawati, after the conflict and hard efforts, in the end Megawati Soekarno Putri emerged as general chairman and changed the name of PDI to PDI Perjuangan so that it could participate in the general election. The name was ratified by a notary named Rahmat Syamsul Rizal and announced on February 14 1999. At the PDI-Perjuangan congress Firstly, Megawati Soekarnoputri was confirmed as general chairman of the PDI-Perjuangan central leadership council (Sari, 2023). Since then, PDI-Perjuangan has continued to develop into a political party that has extraordinary strength and a large support base throughout Indonesia. The strength and mass of the PDI-Perjuangan increased with the winning of the presidential election for two consecutive periods, namely in the 2014 and 2019 presidential elections.

Apart from winning at the Lampung Province level, PDI-Perjuangan also dominated its victory at the DPRD at the district/city level in Lampung. In 2014, PDI-Perjuangan succeeded in becoming the party with the most district/city DPRD seats in several districts/cities in Lampung Province, with wins in 10 districts and 2 municipalities out of a total of 13 districts and 2 municipalities in Lampung province. some of them include West Lampung district, Tanggamus and Tulang Bawang districts, Bandar Lampung City and Metro City. Meanwhile in 2019, in the 2019 legislative member elections, there were many changes in the pattern of seat acquisition, compared to the Regency/City DPRD elections in Lampung Province in 2014, the seat acquisition for PDI-Perjuangan legislative members in several districts and cities in Lampung tended to decrease. Compared to the 2014 election, which initially dominated 10 districts and 2 municipalities in Lampung province, in 2019 its dominance fell to 8 districts and 1 municipality. Several districts that consistently gave victory to the PDI-Perjuangan were West Lampung, South Lampung, Central Lampung and East Lampung (KPU Lampung, 2019).

From the comparison of the two election periods for district/city legislative members in Lampung province above, it can be seen that West Lampung district is

one of the districts that consistently gives victory to the PDI-Perjuangan. Not only in the 2014 and 2019 elections, the dominance of the PDI-Perjuangan in West Lampung district in parliament began in 1999. The PDI-Perjuangan in West Lampung district was not too affected by the pattern that occurred at the provincial and national levels, where in 2004 and 2009 when The executive and legislative branches at the national level are controlled by the Democratic Party, in West Lampung district the PDI-Perjuangan still dominates parliamentary seats and is firmly in first position with the most parliamentary seats (KPU West Lampung, 2004). In the 2014 and 2019 legislative elections, PDI-Perjuangan also emerged as the party with the most seats. where in 2014 after the separation of members of the West Lampung district DPRD from the West Pesisir district DPRD, PDI-Perjuangan managed to get 13 seats out of a total of 35 seats in parliament or around 37.14% of the total seats in the West Lampung district DPRD (KPU West Lampung, 2014). Meanwhile, in the 2019 legislative member elections, PDI-Perjuangan remained in the top position with 31.42% of the total number of parliamentary seats or 11 out of 35 seats (West Lampung KPU, 2019).

Based on data from the internal secretariat archives of the West Lampung Regency PDI-Perjuangan regional leadership council from 2004 to 2019, the West Lampung Regency DPRD has always been led by a chairman from the PDI-Perjuangan. This is of course influenced by the continuous acquisition of the most DPRD seats.

Table 1. List of Chairmen of the West Lampung Regency DPRD from 2004-2019

No.	Name	Period	Supporting Party	Number of Seats Acquired
1.	Dadang Sumpena	2004	PDI-Perjuangan	8 Of 35 Seats
2.	Dadang Sumpena	2009	PDI-Perjuangan	10 Of 40 Seats
3.	Edi Novial	2014	PDI-Perjuangan	13 Of 35 Seats
4.	Edi Novial	2019	PDI-Perjuangan	11 Of 35 Seats

Source: Processed by researchers from the West Lampung PDIP DPC Secretariat

The data table obtained from the secretariat of the West Lampung Regency PDI-Perjuangan DPC above shows the names of the West Lampung Regency DPRD chairmen who came from the PDI-Perjuangan from 2004 to 2019. Not only in Parliament, but the PDI-Perjuangan also won the regional elections for three consecutive periods. -Continuously starting from 2007 until the 2017 election. In the 2007 West Lampung district regional head election, the pair Mukhlis Basri and Dimiyati Amin, who were promoted by PDI-Perjuangan, emerged as winners with 70,145 votes out of a total of 200,456 votes or 34.99%. The pair number 4 defeated the incumbent regent of West Lampung district, namely Erwin Nizar T, who only got 28.09% of the vote or the equivalent of 56,301 votes. In the 2012 West Lampung district regional head election, PDI-Perjuangan, with Mukhlis Basri as incumbent and paired with Makmur Azhari, won a landslide victory with a vote acquisition of

up to 90.37% or 224,352 votes. PDI-Perjuangan succeeded in easily defeating the Khattob and Erwin pair who only obtained 9.63% of the vote or the equivalent of 23,901 votes. After two periods of Mukhlis Basri's leadership, in the 2017 period PDI-Perjuangan brought in Parosil Mabsus and Mad Hasnurin as Candidate for Regent and Deputy Regent who brought results in the form of victory for the third time in a row. Parosil Mabsus, who is the younger brother of the regent of the previous two periods, namely Mukhlis Basri, succeeded in perpetuating the PDI-Perjuangan's position in the West Lampung district executive.

Table 2. List of Regents of West Lampung Regency 2007-2017

No.	Period	Regent	Vice-Regent	Supporting Party
1.	2007-2012	Mukhlis Basri	Dimiyati Amin	PDI-Perjuangan
2.	2012-2017	Mukhlis Basri	Makmur Azhari	PDI-Perjuangan
3.	2017-2022	Parosil Mabsus	Mad Hasnurin	PDI-Perjuangan

Source: Processed by researchers from West Lampung PDIP DPC Internal Secretary Data

The table above shows that in the last three periods the executive leadership in West Lampung district was led by the Regent or officials promoted by the PDI-Perjuangan. Thus, we can conclude that the strength and dominance of the PDI-Perjuangan in West Lampung Regency is not affected by the pattern of obtaining parliamentary seats at the provincial and national levels. This is proven by the fact that the PDI-Perjuangan's acquisition of parliamentary seats in West Lampung district has always been the highest since the 2004 legislative election to 2019. Apart from that, the PDI-Perjuangan has also always emerged as the winner in the regional elections for three consecutive periods from 2007 to 2017 regional elections.

In maintaining its existence and dominance, of course a political party needs a strategy. One thing political parties have to do is win votes by maintaining communication with the public. Communication cannot be separated from all aspects of life everyday life, including politics. McNair, 2012 in Kaukab *et al*, 2020 explains that communication with political orientation and goals is known as political communication (Kaukab & Hidayah, 2020). Every political party uses political communication as a strategy to gain votes and maintain support. In the practical world of politics, every political party competes to be the strongest and at the top level among other parties. This political communication strategy is used by political parties as an effort to maintain their domination of power.

Apart from the empirical explanation presented above, the author found a theoretical basis based on the political communication strategy of the Indonesian Democracy of Struggle which according to the author can be used as supporting evidence for why research needs to be carried out. The author has carried out comparisons with previous studies with the aim of making comparisons regarding research results as well as similarities and differences from research on similar topics. The other research referred to is as follows: Biwa Okta Brando in his thesis

with the title "Political Domination of the Golkar Party in Solok City for the 1999-2014 Period. In this research Biwa found that there have been many forms of domination carried out by the Golkar party in the city of Solok since the reform era, namely in the 1999-2014 period. Some forms of domination are: First, the Golkar party dominated the Solok city legislature in 1999-2014, this was due to democracy in Indonesia continuing to experience stability and was strengthened by the increasingly high level of human development which directed competition between parties in a more stable direction resulting in party volatility. Golkar tends to be stable and not too volatile when compared to other parties. So, in the end the Golkar party was able to place its best cadres in strategic positions in the Solok city parliament. Second, the Golkar party dominated the Solok city executive in 1999-2014, this was supported by the Golkar party which has the status of an old player so it cannot be denied that the Golkar party is very close to the bureaucracy which makes Golkar very capable of exerting influence on the bureaucracy and executive. although the influence now felt is not as strong as during the New Order era. Third, the Golkar party dominated among the people of Solok city in 1999-2014. The Golkar Party has a large voter base, as an old political party its largest supporter base is in the older age segment, this has caused Golkar to become deeply rooted in society. The difference with this research is that the focus of the research is quite different, where in this research the focus of the research raised is on how the Golkar party has dominated since the 1999-2014 period, whereas in the research that will be carried out the focus raised is on how the PDI-Perjuangan has attempted to maintain its dominance. Apart from that, the location and theoretical basis used are different, this research uses the theory of political party institutionalization by Mainwaring and Scully.

Second, articles entitled "Domination of the Golkar Party in Tanah Datar Regency in the 2014 Legislative Election" written by Okadarmi Dwi Kaypama. Okadarmi in his journal discovered the causes of the Golkar Party became the dominant party in the 2014 Tanah Datar Regency legislative election, some of the reasons were systemic organizational management, the use of the Golkar vote party platform, the existence of a network that provided support, and the good image that had been built by the Golkar party. Apart from that, it was also found that the system was felt to still be like the new order, namely that civil servants chose the Golkar party and the role of traditional groups. This research focuses on studying the dominance and causes of the dominance of the Golkar party in the 2014 Legislative elections. Meanwhile, the research that will be carried out focuses on studying the political communication strategy of the PDI-Perjuangan in maintaining its political dominance. The research locus and theory used are also different, the theoretical concept used is Randall and Svasand's party domination and institutionalization.

Third, article with the title "Golkar Party's Political Communication Strategy in Maintaining the Party's Voice as a Center Party" written by Dimas Dwicahyo Wibisono, Ratih Puspa, and Suko Widodo. The results of the research that has been

carried out are that researchers found several strategies used by the Golkar party to maintain their vote as a central party in the 2019 elections in Jambi Province, namely by using, first, an offensive strategy, this strategy consists of an open campaign and the use of the media. Second, defensive strategy, this strategy consists of door-to-door visits, market defense strategy, message strategy, and closed dialogue strategy. Meanwhile, the obstacles faced by the Golkar party are more related to the party's financial constraints and the team's less than optimal performance. This research focuses on examining the political communication strategy of the Golkar party in maintaining its voice as a centrist party. Apart from that, the locus in this study is also different, previous research took Jambi Province as the locus.

Fourth, the article entitled "Bambang Kusriyanto's Political Communication Strategy in the 2019 General Election for DPRD Members of Central Java Province" written by Niken Dwi Palupi. The findings from this research are several strategies carried out by Bambang Kusriyanto, namely maintaining character by building a disciplined and populist *image* and creating togetherness by participating in community activities and conveying political messages through billboards, banners, etc. And finally, namely building consensus by maintaining relationships with the mass base, party structure and influential figures. Carrying out political marketing and supported by other factors, namely *track record* and a winning team that always supports. This research focuses on the political communication strategy of a political actor in winning elections. The research locus taken is also different, this research is located in Central Java province.

Fifth, the article entitled "Abdul Fikri Faqih's Political Communication Strategy in Tegal City in the 2019 Legislative General Election" was written by Izzul Fadhil Ihsani. The findings of this research are the political communication strategy used by Abdul Fikri Faqih in Tegal City in the 2019 legislative general election using a campaign strategy carried out in several ways, namely, first *positioning*, this method has the ability to influence the perception of the public by using a different personality. Has been known as a person who is trustworthy as a representative of the people. Second, *Branding*, this method is implemented by becoming a figure who is known as a role model. Third, *Segmenting*, this includes the wider community across professions that have been visited. This research focuses on the political communication strategy of a political actor in winning elections. The research locus taken and the theory used are also different. This research is located in the city of Tegal using empathy theory by Berlo and homophily theory by Rogers and Shoemakers.

Sixth, article with the title "United States Political Communication Strategy in Using *Hollywood* as a Media to Strengthen Global Domination: Review of the Film *Black Panther* " written by M. Elfan Kaukab and Atinia Hidayah. The findings of this research are that the role of mass media is high in reconstructing conditions in the global social order by the United States which uses propaganda from Hollywood films as an effort to establish its influence and dominance globally. This research

focuses on the United States' political communication strategy in utilizing Hollywood as a medium to strengthen global dominance and chooses the Black Panther film as the object of study. Apart from that, the pattern used in the research is also different, this research is presented with an explanatory pattern.

From several previous research references above, this research will examine the political communication strategy of the PDI-Perjuangan in an effort to maintain the party's dominance in West Lampung district and will produce research that can show that PDI-Perjuangan is the dominant party in West Lampung district because of its existence. The political communication strategy carried out by the PDI-Perjuangan is in the form of a political party that maintains figures, strengthens institutions, creates togetherness, and builds consensus as a conceptual step in the political communication strategy used by a political party to maintain its party's dominance.

Political Communication

Political communication is built by two words, namely communication and politics. In life, communication is one of the things that humans as social creatures can never avoid. Communication in general can be interpreted as a process of exchanging information or messages that occurs between one party and another with the aim that the message and information can be conveyed well and can be understood (Nurhadi & Kurniawan, 2017). Communication is not only done verbally or verbally but can also be done nonverbally (Dwi, 2023). Etymologically, communication comes from the word "Communis" or in English it is called "common" which has the same meaning. "Commonness", or in other words, by communicating, a communicator is trying to share information, ideas, or convey different views based on different points of view on the same communication object (Suhardjo et al., 2019). There are three main objectives in carrying out communication activities, including obtaining or obtaining knowledge about something, sharing information, and providing influence and direction to someone to do something (Azis et al., 2020). Meanwhile, the word politics etymologically comes from the Greek word "*polis*". *Polis* was originally defined as a city with the status of a city state or also called *a city state*. Therefore, politics can also refer to a method used to reach an agreement so that each individual and group can live side by side (Yusuf, 2021). In essence, politics refers to human behavior and behavior in the form of activities, attitudes, even activities with the aim of being able to influence or maintain the order of the group or individual by using tools in the form of power (Nambo & Tulisuluwa, 2005).

Based on the explanation above, if put together, in general political communication can be interpreted as a communication process that contains political messages in it. Political communication involves actors as figures with their respective roles, both as communicators and communicants. Political messages in political communication are oriented towards the goals of politics itself, namely gaining and maintaining power (Rifda, 2022). Lasswell (1927) explains

political communication with several basic questions, the questions that Lasswell uses in defining political communication are *who* (who) - *say what* (say what) - *to whom* (to whom) - *via which channels* (by using channels what) - *with what effects* (with what effects) (Hasfi, 2019). Meanwhile, McNair (2012) stated that political communication is a communication process with political goals (Kaukab & Hidayah, 2020). Political communication can be said to be the "bloodline" of a political system, thus as the "bloodline" of all political mechanisms, the entire mechanism of life related to politics in a country will depend on political communication (Supriyanto, 2010). In political communication, the elements contained in it must essentially include a political communicator or transmitter of a political message, a message or *message* containing political content, and a communicator or recipient of the message, either a fellow political actor or the general public (Syarbaini et al., 2021).

Strategy was originally referred to as a word which means planning a method aimed at conquering an opponent when war occurs. This meaning originates from the Greek word "strategos" which in the military field means to lead. Cangara (2011) believes that strategy is a method used to select a plan that is considered the best plan among the many existing plans, the aim is to achieve a goal by using the selected plan which is carried out in a sustainable manner. According to Michael Allison and Jude Kaye (1997), strategy can be interpreted as a systematic process that is approved by an organization and has the aim of creating close involvement with parties who have primary interests. This is related to true priorities for the organization's main goals and responding quickly to operational environmental conditions (Pattiasina, 2015). Meanwhile, as stated by Rogers in Cangara (2011), communication strategy can be understood as a plan that aims to send innovative ideas to change communicant behavior on a large scale. In other words, according to Cangara (2011) communication strategy refers to communication management used to achieve goals by sending new ideas to various parties. Cangara also emphasized that communication planning is a key aspect in communication strategy (Andi & Sukri, 2022).

Suparman (2015) explains that in political communication, there are several important components that must be considered when creating a communication strategy. Understanding the audience or segment to be reached is the first step for communicators in creating effective communication. This audience or segment is the main target in political campaigns because they are active in the communication process and are not just a passive group. This produces interpersonal relationships and exerts influence on the communicator and audience. Second, the importance of designing messages, which includes selecting themes and message materials to influence the audience and attract voters (Wibisono et al., 2023).

Based on the explanation above, political strategy can be explained as a systematic plan that is used and carried out with the aim of achieving victory in the world of politics. Through this political strategy, political parties are able to achieve

victory in every phase of the struggle for power (Pattiasina, 2015). Abdullah (2008) defines political communication strategies as any communication stages that occur in the process of winning a candidate or political party in a political contest, such as those carried out by legislative candidates or leadership candidates in a region who want as much power and influence as possible. towards the people who act as its constituents. This political communication strategy was also explained by Abullah as a plan which includes more efficient methods, techniques and interaction patterns between the elements and factors in the communication process. These factors and elements will later be used in implementing operational actions aimed at achieving predetermined goals or targets (Pattiasina, 2015).

In more detail, Anwar Arifin explains three conceptual steps that can be used by a political communicator. *First*, maintaining figures and strengthening institutions. Character is the characteristic of an individual who is considered to have a good reputation, is trustworthy, has attractiveness, and also has power. Meanwhile, credibility can be interpreted as how the public views the characteristics of a communicator. These traits can be referred to as elements of credibility, such as expertise and trustworthiness that make the public view the communicator as someone who has abilities and can be trusted. The ability in question is the ability of a communicator that is recognized by society. while belief or what is also called *al amin* is a clear image of the character and morality of a politician, activist or professional that is formed in the minds of the audience or society (Arifin, 2011).

Second, create togetherness. The next strategic step that can be taken is to create unity between a politician and the audience (society). The way this can be done is by getting to know the audience and designing messages that are *homophilous* so that political communicators can gain empathy. In the concept of *homophily*, similarities must be created between political communicators and audiences, these similarities can be in the form of similarities in clothing, language, interests, and especially similarities in the method of political messaging and the political media used. However, there is something more important than all that, namely figures who are political communicators and deal with audiences. In other words, when a political communicator wants to achieve success when creating *homophily* and exercising empathy, the political communicator and the audience must have the same interests and in this case the political communicator must understand, recognize and understand how big the audience's absorption and retention capacity is before communicating. politics (Arifin, 2011).

Third, building consensus. To achieve the expected political communication goals, the third strategic step is to build consensus both between politicians from the same party and with other politicians from different parties. Usually this uses interactive communication using an interactional paradigm and occurs during meetings, trials or lobbying. With this paradigm, a dialogic atmosphere will be created because each party communicating and interacting is considered to have a position at the same level and as equals. Therefore, interactional communication is

also popular with humane communication, this is because the position of all parties is considered to have the same glory. Apart from that, the atmosphere during the dialogue must be created on the basis of togetherness and empathy which is intended to foster a sense of belonging so that each party actively participates in the dialogue (Arifin, 2011).

Political Party Domination

Based on the definition written in the Big Indonesian Dictionary (KBBI), Domination is defined as the party who has greater power (stronger) exercising control over those whose power is smaller (weaker). Domination can occur between two or more groups when one group (strong) dominates other groups (weak groups) (Pratama & Gischa, 2020). Meanwhile, domination according to Michel Foucault (1982) is explained as a form of unequal power relations where the subject, either the individual or the group being dominated, has limited space to determine a choice in an action or in carrying out maneuvers (Mudhoffir, 2013). According to Merriam Webster, domination refers to a part of the superiority or supremacy of one individual or group over another in the exercise of a form of power by those in power as rulers, this will give rise to the exercise of greater influence from other parties to regulate and provide control over the weaker party. Based on the explanations above, it can be concluded that the essence of domination is control or power. Strength and power that is greater than that of other individuals or groups will lead to a person or group dominating a social order.

Political party dominance refers to the power and influence possessed by one or several political parties. Political parties with power and influence tend to have strengths that have an impact on the ease of making choices and directions in politics and government. As we know, political parties as institutions have a key role in controlling political dynamics and shaping government and policy, this has caused the struggle for dominance between political parties to become a phenomenon that occurs constantly. Reflecting on the history of very dynamic political parties, currently, with the influence of increasing public political awareness and mass mobility which is very easy to carry out, the current political movements are becoming increasingly fierce. As a political force that acts as a determinant of the direction of government, political parties compete to dominate, this is a result of the determinant factors that direct the development of the country and the government that will be held by the party that dominates and has great political power. One of the functions of political parties is to produce cadres who will become leaders in government, but if a political party has too much dominance in a government, this will have a bad impact on democracy. Apart from having an impact on government, the dominance of political parties will also have an impact on reducing public trust in political parties. One of the factors that causes this to happen is because society currently thinks that political parties no longer prioritize the interests needed by the people, but only prioritize the interests of their group (Studocu, 2022).

Method

This article uses qualitative research methods in descriptive form. Researchers want to see and examine the political communication strategies carried out by the West Lampung Regency PDI-Perjuangan in maintaining its dominance in the West Lampung Regency Legislature and Executive. In this study, the data obtained by researchers came from in-depth interviews with the PDI-Perjuangan regional leadership council in West Lampung district and the community as primary data. Meanwhile, secondary data was obtained by conducting a literature review by referring to news articles, websites, documents, books and journal articles. The data analysis technique used in this research will refer to the data analysis technique proposed by Miles and Huberman, namely starting with data collection, reducing data, presenting data, and drawing conclusions (Miles & Huberman, 1994)

Primary data analysis focuses on the results of interviews conducted with the West Lampung PDI-Perjuangan leadership council and also the community, this will provide comprehensive and in-depth information regarding the PDI-Perjuangan in West Lampung district. Next, secondary data analysis focuses on important documents, such as articles, writings and archives related to the PDI-Perjuangan in West Lampung. This will enrich the findings and be used to add information regarding findings in the field. In addition, in analyzing the findings, the conceptual steps of Anwar Arifin's political communication strategy are used as a reference framework for analysis.

Discussion

Every political party needs a political communication strategy to achieve its respective political goals. In accordance with what Anwar Arifin explained, in achieving these goals there are conceptual steps as strategies used in political communication. Based on findings in the field, if we refer to the conceptual steps put forward by Anwar Arifin, PDI-Perjuangan West Lampung Regency in an effort to maintain its party's dominance in West Lampung Regency implemented the following political communication strategies.

Caring for Characters and Strengthening Institutions

Caring for figures and strengthening institutions is one of the most important things in implementing political communication strategies. meaning that the character of a politician and the stability of the political institution that oversees him will have an impact on political communication. Apart from that, good institutions will also help in determining delivery methods, compiling political messages, and choosing the media that will be used to convey political messages.

A figure in a political party is symbolized by someone who has attractiveness, power and credibility. An ideal character image tends to attract voters' votes, voters tend to choose political candidates who have a good image and work ethic.

In this context, the PDI-Perjuangan West Lampung district is really very serious about maintaining the character of its cadres. Based on interviews that have been conducted, the tips carried out by the West Lampung PDI-Perjuangan in maintaining the quality of its cadres start from the cadre formation process which is carried out selectively. In the actual cadre formation process, PDI-Perjuangan does not close itself off to anyone who wants to join, neither age levels nor different group segmentations are an obstacle for someone to join PDI-Perjuangan. However, of course, in the process of joining the PDI-Perjuangan membership, each cadre must go through the selection stages determined by the party, starting from fully understanding the PDI-Perjuangan, agreeing to the ideology, culture and regulations existing in the PDI-Perjuangan. Perjuangan, to maintain the quality of members who will join PDI-Perjuangan, registration will be regulated in a membership data application called J arek which makes it easier to collect data and monitor cadres. Apart from that, as mentioned above, PDI-Perjuangan West Lampung does not close its eyes if there are young people who join PDI-Perjuangan and will make the best use of their potential, one concrete example in the field is through The National Cultural Agency belonging to PDI-Perjuangan, one of the young people from West Lampung has recently taken part in the national BKN. This has been carried out and continues to be supported to maintain the quality of PDI-Perjuangan cadres from as early as possible.

In maintaining the figure of the PDI-Perjuangan in society, the credibility of each cadre, whether holding executive or legislative political positions, or cadres who are only party administrators, must be properly maintained. Credibility here refers to work ethic, expertise and public trust in PDI-Perjuangan cadres. It was further explained that, the work ethic in question is how the PDI-Perjuangan West Lampung district can respond to various phenomena that occur in West Lampung district and digest them and then present an idea, idea or program that becomes a solution for the community in solving the problems and unrest that occur. amidst society. In this case, PDI-Perjuangan West Lampung district continues to ensure that the programs and ideas implemented not only look good but can also provide great benefits to the community. so that people can feel the presence of the PDI-Perjuangan around them. Apart from that, each cadre must take part in implementing the program and going out to the community, regulations and reporting It is also very well integrated where all cadre performance reports must be reported through the application in the party, namely through the Platform P profile J money parties must send documents related to programs that have been implemented in the form of documentation every month. This shows PDI-Perjuangan's commitment to having a good impact and making its presence felt in society.

Expertise is an impression created in the minds of the public regarding a politician. The expertise referred to here is expertise as a political communicator and expertise in solving problems that occur in society. Politicians with qualified skills will gain a good image among the public or society (Arifin, 2011). In

accordance with this definition, so far the West Lampung Regency PDI-Perjuangan has placed its best cadres in strategic positions to create a professional impression among society. These cadres are placed in areas of their respective expertise so that they will maximize problem solving and form public understanding of the PDI-Perjuangan. Experienced cadres are also one of the key factors for PDI-Perjuangan to guarantee the expertise and abilities of its cadres. This is also in line with what was conveyed by one of the residents of West Lampung district in an interview, that PDI-Perjuangan has a fairly good work ethic and cadres and can channel the aspirations of the community and answer the unrest that occurs in the community.

The good relationship between the PDI-Perjuangan and the community is one of the factors besides the good work ethic and expertise of its cadres in forming public trust in the PDI-Perjuangan. The trust that is formed in society results from the impact of the presence of the PDI-Perjuangan in society. PDI-Perjuangan's *track record* and appeal will automatically build public trust. Thus, the entrenched dominance of the PDI-Perjuangan cannot be separated from what has been done and the benefits felt by the community. Apart from that, the PDI-Perjuangan's habit of going down and mingling with the community means that the PDI-Perjuangan and the community have a very good close relationship. Furthermore, the Internal Secretary of the West Lampung PDI-Perjuangan DPD, Mr. Satriawan Basron, added that *the tagline "Partai Wong Cilik"* had a significant impact on the community's closeness to the PDI-Perjuangan. According to him, one of the factors that made this happen was because the majority of West Lampung district people's jobs were agricultural laborers and farmers, so the *tagline* could take root and people could feel that the PDI-Perjuangan was taking sides with small communities.

Apart from maintaining figures, strengthening institutions is quite an important point in political communication strategy steps. There has been consolidation of the PDI-Perjuangan organization starting from the smallest units, structurally there is already PDI-Perjuangan management in West Lampung district starting from the sub-branches located in the hamlets. Continuing with larger units vertically up to the DPD PDI-Perjuangan West Lampung Regency, not only that, horizontally there are many party wings that accommodate all segments, starting from the youth, religious, cultural and other segments, some of which are Baitul M Muslim Indonesia from the religious segment, Banteng Muda Indonesia which accommodates young people, the National Cultural Agency which operates in culture, Red and White T cadets, and Democratic Volunteers for cadres and the community. The performance of the party's wings continues to be maximized to accommodate all segments of society in West Lampung district. Based on this, it can be seen that the party body and the PDI-Perjuangan hierarchy in West Lampung district, both horizontally and vertically, are very good and organized and there is already a party face in all segments of society.

In his book, Anwar Arifin (2011) explains that good party institutions will be highly appreciated by society and the public will have more confidence in parties

with good institutions that will be able to meet the needs and interests they need, institutions will slowly build trust in society so that support for the institution what society considers to be established will come by itself (Arifin, 2011). Thus, the efforts to enlarge and beautify the institutions carried out by PDI-Perjuangan as explained above will have a significant impact on public trust and support. The institutions owned by the PDI-Perjuangan in West Lampung Regency have proven that strengthening institutions is very important as a foundation for both the PDI-Perjuangan and its cadres in gaining support and attracting public trust.

Finally, a figure built from the credibility and political performance of the cadres and institutions of the PDI-Perjuangan political party in West Lampung Regency which is large and trusted by the public will build its own political power in creating effective political communication, in other words when there is political contestation of the PDI-Perjuangan Those who have proven their character and institutions in society will receive political support and victory. This victory will have an impact on the dominance of the PDI-Perjuangan which will continue to persist for several periods.

Creating Togetherness

The political communication strategy step that must be taken in an effort to achieve goals in political communication is to build togetherness between political actors and the community or audience. This can be done by compiling messages that are *Hemophilic in nature*. *Homophily* is taken from the Greek word *homonius* which means the same. So *homiphily* can be interpreted as communicating with someone who has the same thing, similarities here can be in the form of similar age, interests, language, knowledge, party, ethnic group, religion, and clothing or way of dressing, which in turn, *homophily* will create empathy, so that between political communicators and communication will create a sense of closeness and similarity which will build feelings of mutual bonding (Arifin, 2011).

In creating greater equality with the public or community, PDI-Perjuangan and all its cadres are required to not only be present at the election, but every year PDI - Perjuangan has a work program which is presented to the community. for example, from January 10 to May, West Lampung PDI - Perjuangan commemorates the anniversary of the PDI -Perjuangan which is celebrated with programs such as social service, distribution of aid to the community and others, as well as from June to December PDI -Perjuangan district West Lampung celebrates the month of Bung Karno which is also dedicated to the people and programs that help the community. Every cadre must take part in implementing the program and go out into the community. With these programs presented to the community, it has been proven that it can increase community togetherness with the PDI-Perjuangan, West Lampung Regency.

Apart from the programs described above, the political communication strategy implemented by PDI-Perjuangan in building togetherness with the audience is by understanding the audience or society. Understanding the audience

is the most important part that determines how the method, form and content of political messages must be prepared and delivered by political communicators so that they can be well received by the community or audience. In understanding the audience, PDI-Perjuangan West Lampung district always makes adjustments to what the community needs and understands how political messages can be accepted by all the people of West Lampung district. PDI-Perjuangan, in an effort to understand the people and provide a feeling of equality towards society, in its campaign also promotes its cadres who are introduced as "Children of Farmers" and "Proud to be Children of Farmers" as one of the concrete steps taken by PDI-Perjuangan to provide an image of sharing the same life with the community. the majority are farmers.

Messages are important when building togetherness with the public. In compiling persuasive political messages, the requirements that must be in place are determining the theme and content of the message material in accordance with the conditions and situations that exist in society. The messages conveyed must also be able to attract the attention of the public (Arifin, 2011). In this case, according to Bapak Satriawan Basron, Internal Secretary of PDI-Perjuangan West Lampung, PDI-Perjuangan implements a system where political messages conveyed to the public must be prepared carefully and based on the needs of the community. Apart from that, the message that is prepared must have a light content but still have weight, use language that is easy to understand, and contain solutions to problems and unrest that occur in society. This will increase public attention to the persuasive messages conveyed by PDI-Perjuangan.

Apart from the methods and systems in preparing political messages that have a persuasive nature, the West Lampung PDI-Perjuangan must also carefully adapt and choose the methods used to convey the persuasive messages that have been prepared. is by repeating political messages conveyed to the public and providing informative messages. The method of repeating political messages conveyed to the public is called *redundancy* or *repetition*. This is in accordance with what Anwar Arifin (2011) explained that *redundancy* is a method of conveying political messages that is carried out to influence society by repeating political messages aimed at the audience, as is done by companies that advertise their goods or services on television and radio. With this method, the audience will become more familiar with the political messages conveyed and the political messages will become increasingly embedded in the minds of the audience or society (Arifin, 2011).

Apart from *redundancy* or *repetition*, as explained above, the method applied by PDI-Perjuangan is to provide *informative messages*. Mr. Satriawan explained that in providing *informative messages*, PDI-Perjuangan always conveys messages that are in accordance with the data and facts in the field. So that people don't get caught up in fake news that doesn't match the facts of what happened. In the *informative method*, Anwar Arifin (2011) explains that there is a quite important function of implementing this method, namely, providing information based on facts and facts that are controversial in nature. Apart from that, with this method

the communicator can also provide information and direct the audience to an opinion.

Apart from understanding the audience, compiling messages, and determining methods, in creating togetherness in a political communication strategy, media is also needed as a tool for conveying messages and building togetherness with the community. Current technological advances force all elements of society and institutions to adapt and go hand in hand with developments that occur. Currently, there are various media choices that can be used, both print and digital media. PDI-Perjuangan in terms of sorting and choosing media tries to continue to adapt to the technological developments that occur.

Mr. Satriawan Basron explained that in determining the media that will be used, PDI-Perjuangan needs to implement strategies, these strategies are adapted to the conditions existing in the people of West Lampung district, the majority of whom are farmers with lower-middle economic conditions. Despite this, the PDI-Perjuangan West Lampung district continues to make good use of social media such as Instagram, TikTok, print media and other digital media. To adapt to community conditions and reach people aged 40 years and over, the strategy implemented is to adjust the time for uploading social media content to the rest time of people who work in agriculture and plantations, such as during the midday prayer break, Asr prayer, or after sunset. Because according to the experience of the West Lampung PDI-Perjuangan, it is at these times that people often open social media. Apart from that, he further explained that to target people aged 40 years and over, PDI-Perjuangan maximizes the use of the Facebook platform which is still widely used by people in West Lampung district.

Building Consensus

Building consensus is a step in a political communication strategy that must be implemented to achieve a goal in political communication. Consensus is built not only between politicians from the same party but also between politicians from different parties and existing non-political institutions. In building a consensus, the art of compromise and a willingness to open oneself must be possessed (Arifin, 2011).

In building consensus, PDI-Perjuangan West Lampung district apart from forming consensus between its party cadres, also formed good relations between other parties, in accordance with what the internal secretary of PDI-Perjuangan West Lampung explained, that PDI-Perjuangan always maintains good relations with other parties and considers All parties are brothers with one goal, namely to try as much as possible to put forward the interests of society. Apart from forming consensus with political parties, PDI-Perjuangan West Lampung also builds consensus with non-political institutions such as religious and other traditional groups.

Talking about the role of traditional groups, religion and other segments, the consensus between the PDI-Perjuangan West Lampung and these segments went

very well. The people of West Lampung Regency, which still have very rich customs and culture, are a segment that must be paid attention to by the West Lampung Regency PDI-Perjuangan. This is reflected in the programs implemented by the PDI-Perjuangan which prioritize cultural elements such as nyambai festivals, orchestras and others which are often held and intended for the community. Apart from that, the involvement of traditional groups and other segments can be seen in the preparation of VISI M CONITION and other programs which are guaranteed to involve the community, because the principles adopted by the PDI-Perjuangan West Lampung Regency in designing the vision and mission and programs are all the vision and mission and programs that created must come from below and be adapted to the needs of the community so that its implementation can be accepted and beneficial for the community.

Apart from building consensus, the PDI-Perjuangan's openness to the community is also a strength in attracting support from the community. The West Lampung PDI-Perjuangan is always open to complaints and responses from the community so that the PDI-Perjuangan can continue to improve its institutions and party performance as a whole. PDI-Perjuangan is also willing to be open and accommodate people's aspirations to join in the fight and provide solutions to the problems that occur.

Conclusion

Political communication strategies play an important role in creating public opinion, attracting public support, and maintaining the power of a political party. In an effort to maintain its party's dominance in West Lampung district, PDI-Perjuangan utilizes political communication strategies as a strength to gain public support and position PDI-Perjuangan in West Lampung district as the strongest party over the last few periods.

In accordance with what was explained by Anwar Arifin (2011), who explained that in political communication strategies there are conceptual steps that need to be implemented in an effort to achieve political communication goals. These conceptual steps, namely caring for figures and strengthening institutions, creating togetherness, and building consensus, if linked to the results of research that has been carried out regarding the political communication strategy of the PDI-Perjuangan in an effort to maintain party dominance in West Lampung district, it can be seen that the PDI-Perjuangan is not has directly implemented a political communication strategy that is in accordance with the conceptual steps explained by Anwar Arifin.

In maintaining its figures and strengthening its institutions, PDI-Perjuangan is trying to maintain its figures and institutions as much as possible. Character care is maintained by the PDI-Perjuangan starting from the cadre formation of party members and maintaining the credibility of party members by continuing to strive for a good work ethic among all its members, proving the expertise of its cadres

with experience, and building trust in the community by creating good relations between the PDI-Perjuangan and the community. Meanwhile, for party institutions, PDI-Perjuangan has a very good institutional structure both horizontally and vertically. The vertical structure starting from the smallest in the hamlets and the highest in the DPD PDI-Perjuangan West Lampung district has a clear and mature hierarchy. Apart from that, horizontally the wings of the PDI-Perjuangan party have also been able to accommodate all segments, including young people and society. traditional, religious and cultural groups, so that the face of the PDI-Perjuangan party has existed in all segments of society.

PDI-Perjuangan in creating togetherness uses several political communication strategies, namely by understanding the audience, compiling political messages using persuasive delivery methods, redundancy, and informativeness. Apart from that, to maximize this, PDI-Perjuangan West Lampung makes maximum use of media functions and adapts them to existing conditions in society so that the messages conveyed will be received more optimally.

The final political communication strategy is to build consensus. PDI-Perjuangan West Lampung not only forms good relations between fellow PDI-Perjuangan cadres or with other parties, however, PDI-Perjuangan also builds consensus with non-political institutions such as religious institutions and traditional groups. all segments are involved in creating a vision, mission and programs that are right on target and in line with the community's desired needs. Apart from that, PDI-Perjuangan West Lampung is also willing to open up and be very open to the aspirations and complaints of the community and continues to strive to resolve problems that occur in the community as an effort to be present and become a party that is close to the community.

Based on the explanation above, it can be concluded that PDI-Perjuangan, in an effort to maintain its party's dominance in West Lampung district since 2004 in the legislature and 2007 in the executive, has implemented a political communication strategy, namely maintaining figures and strengthening institutions, creating togetherness, and building consensus as a conceptual step that determined to continue to maintain his party's dominance in West Lampung district.

Author Contributions

Andika Heri Susanto; *Writing-Original Draft.*

Restu Rahmawati; *Supervision, Writing-Review, Editing.*

Statement of Authenticity

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Biography

Andika Heri Susanto is a student of Department of Political Science, Universitas Pembangunan Nasional Veteran Jakarta.

Restu Rahmawati is a lecturer at the Department of Political Science, Universitas Pembangunan Nasional Veteran Jakarta. Previously published articles are *Media Ownership and Democracy Processes in Indonesia* (2023).

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