

Factors Causing Partai Demokrat Indonesia Victory in the 2019 Legislative Election in Lampung Province

Widia Novita Lukitasari. WA¹ 

¹ Master in Government Science, University of Lampung, Lampung, Indonesia

Corresponding Author: widianovita2511@gmail.com

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Abstract: The Indonesian Democratic Party of Struggle in Lampung Province is one of several parties that participated in the 2019 legislative elections and through the rule of law, the PDI-P has the most seats in the Lampung Provincial DPRD, then has the right to propose its cadres to sit as Chair of the Lampung Provincial DPRD.. The focus of writing the paper is the factor that caused the PDI-P's victory in the 2019 Legislative Election in Lampung Province. Peinfluence figures have a dominant role in the electoral system that uses the majority vote system. Competence and credibility of candidates for imaging and electability of the candidates concerned. The key to the PDI-P's victory in the 2019 election in Lampung Province is having militancy capital or traditional voters who are loyal to the party's choice. The nationally valid traditional electorate is the first determining factor. Next is the high level of penetration of legislative candidates in influencing voters.

INTRODUCTION

In 2019, a grand democratic party was held, namely the legislative general election in Indonesia and the Province of Lampung in particular. The political movement of the various political forces that existed in Lampung Province at that time was very tight. This is indicated by the various political strategy movements used in order to influence various layers of the electorate, party cadres who wish to occupy legislative seats have been mentioned in various mass meetings and also written in both print and electronic media.

The Indonesian Democratic Party of Struggle in Lampung Province is one of several parties participating in the 2019 legislative elections and through the rule of law, the PDI-P has the most seats in the Lampung Provincial DPRD, then has the right to propose its cadres to sit as Chair of the Lampung Provincial DPRD. Based on data from the Lampung Province PDI-P Winning Command Post in the 2019 legislative election, the total number of seats in the Lampung Provincial DPRD itself is 50 seats. In detail, the PDI-P as the party that won the election with the most seats in Lampung Province got eight seats with a total of 76,811 votes. Nasdem seven seats voters 77,761 votes, In total, the Nasdem vote had the highest number of votes, but the PDI-P of Lampung Province had more seats and the Gerindra Party got 6 seats with a total of 65,059 votes. Furthermore, the Golkar Party has seven seats with a total of 51,698 votes and the Prosperous Justice Party (PKS) has five seats with a total of 47,997 votes. The National Mandate Party (PAN) won five seats with a total of 42,987 voters. The Democrat Party's vote was four seats with a total of 34,093 votes, while the Hanura Party's votes got five seats for a total of 33,556 votes. The vote of the National Awakening Party (PKB) was 3 seats. The total votes were 25,896 votes. The National Mandate Party (PAN) won five seats with a total of 42,987 voters. The Democrat Party's vote was four seats with a total of 34,093 votes, while the Hanura Party's votes got five seats for a total of 33,556 votes.

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Then there are three parties that each get one seat. The three parties are the United Development Party (PPP) with a total of 24,735 voters, the Indonesian Solidarity Party (PSI) with a total of 12,236 voters and several parties that have seats in the Lampung Provincial DPRD with the Perindo Party totaling 15,580 votes, the Berkarya Party with a total of 15,580 voters. 8375 votes, and the Crescent Star Party (PBB) with a total of 1,677 votes. PKPI party's vote total of 1,315 votes. So, it is very interesting to analyze how the strategy of the PDI-P in Lampung Province in the 2019 election. Based on KPU data in 2014, the PDI-P also won the legislative election with a total of eight seats and was declared the winner of the election.

So, it is very interesting to study because in the 2019 legislative elections, the PDI-P also excelled in the legislative elections held by the Lampung Provincial KPU. Of course, in this case of political strategy, political steps conditioning factors are important because they will be related to the struggle for power and influence. Politics requires a fight because in every power there will always be opponents and supporters so that the presence of a battle to end the struggle for power and influence is the main key. The contextualization of political strategies developed by candidates in various political processes in Lampung Province can refer to defensive assumptions, offensive, and a combination of both defensive-offensive, depending on the political context at hand.

The political situation faced in relation to the position of ethnicity opens up opportunities for defensive strategies when dealing with cases of intimidation and pressure of primordiality. In political competition, issues of ethnicity, religion, language, and history play an important role. At the same time, offensive efforts are possible when political elites need the support of resources from their own ethnicity, for example by building kinship connections.

Political strategies need to be carried out by the contestants to win the pilkada, the contestants need to conduct a study to identify the number of supporters, floating masses and supporters of other contestants. (Firmanzah 2008). Hagueal. (2016) says that Sun Tzu's comprehensive strategy model is very wise in formulating his arguments that are more than 2000 years old until now to become an important foundation for the strategic planning process, including political strategy planning. According to Sartori (1977) political strategy itself is a strategy or technique used to realize a political ideal. The strategy addresses the technical issues of the contentant approach to voter groups. Therefore, every contestant must pay attention to the political strategy because the competitors are also aggressively making efforts to win the political battle.

Fahmi (2020) that the use of modalities by legislative candidates to win seats in the DPRD of West Halmahera Regency in the 2019 legislative elections in Buo Village, appears in several patterns, namely: Political strategies with modern concepts. there are several stages that are carried out, namely; the situation analysis stage, the formulation stage, the implementation stage to the monitoring and evaluation stage of the strategy carried out by the legislative candidates.

He continued in this paper the author will raise the theme of how the PDI-P of Lampung Province as a party identity proceeds to make efforts to win in the 2019 elections in Lampung Province as an area that is an interesting case study to study. As for the background behind the author conducting an analysis in this area because he saw that the PDI-P was able to win the 2019 legislative general election with all the political power they had, it was legitimately ratified by the General Election Commission's decision based on the mandate of the law.

By looking at the phenomenon of conditions as described by the author above, the author wants to see how strong the political machine of the PDI-P, as a nationalist party with all the instruments in it, responds to the political struggles that occur in this area, so that it is able to win the election and immediately become parties that are rooted in society. So, in the next presentation, the author will try to analyze how the PDI-P's strategy was to gain significant

votes from its constituents, until finally the party cadres who became the PDI-P legislative candidates won in the 2019 general election in Lampung Province.

SAs described in the previous section, the Lampung Province PDI-P in facing the 2019 legislative elections was able to win the most votes for all DPD and DPC parties in Lampung Province in delivering cadres who entered the Lampung Provincial Representative Council.

RESEARCH METHOD

The type of research writing used in writing this research is to use descriptive research writing methods with an approach using qualitative methods, namely research writing that describes a phenomenon that is in accordance with what is happening in the field, namely the data generated in the form of written or spoken words from observable people. Research writing used in writing this research is descriptive, which describes a phenomenon or event with what actually happened (Sugiono, 2013).

Qualitative methodology as a research writing procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. Qualitative research writing is a particular tradition in social science that is fundamentally dependent on observations of humans both in its area and in its terminology (Yusuf, 2014). The writing of this study describes the object factors that caused the PDI-P's victory in the 2019 Legislative Election in Lampung Province. The data collected in the form of interviews with informants or resource persons containing questions regarding matters relating to the formulation of research writing problems.

The focus of research writing is the main thing in writing qualitative research. Basically, the determination of the problem according to Lincoln and Guba in (Harahap, 2020) depends on what paradigm is adopted by a researcher. The problem of research writing based on a focus of research writing is the limit of problems that exist in qualitative research writing where the focus of research writing contains general issues. Focus is a single domain or several related domains of a social situation. Determination of focus is based on the level of information that will be obtained from the field. The focus of research writing is the factors that caused the PDI-P's victory in the 2019 Legislative Election in Lampung Province.

The location of research writing is a place where research writing is carried out so that researchers can find out what the actual situation is about what is being studied. This research writing is located at the PDI-P Winning Command Post, Lampung Province.

The data used in this study are primary and secondary data. Primary data is data obtained based on the results of research writing interviews with sources. The data obtained from this primary data must be processed again. This data source directly provides data to data collectors (Sugiono, 2013). The primary data obtained by the researcher comes from the field of research writing both from the interview method and the results of observations to informants. Interviews were conducted with informants who had been determined with an interview guide with the aim of knowing, analyzing the factors that caused the PDI-P's victory in the 2019 Legislative Election in Lampung Province.

Secondary data is data obtained from records, books, magazines, government reports, articles and books as theory. Data obtained from secondary does not need to be processed again. The secondary data used in the writing of this research is in the form of data regarding the general description of the place where the research is written, namely the PDI-P Winning Post of Lampung Province and the Legislation.

Data collection techniques are carried out in various settings, various sources and in various ways. When viewed in terms of data collection methods or techniques, data collection techniques can be carried out by means of observation, interviews and documentation used in this study.

Observation is the observation and recording of an object with the phenomenon being investigated. Meanwhile, according to Nasution's opinion in (Sugiono, 2013) the basic observation of all science. Scientists can only work based on data, namely facts about the real world obtained through observation. Observation involves two components, namely observers who are known as observers and objects observed by describing the factors that caused PDI-

P's victory in the 2019 Legislative Election in Lampung Province. Some observations made by researchers are:

- a. Observing the physical condition of the PDI-P Winning Command Post in Lampung Province.
- b. Observing the activities carried out in the budget field at the PDI-P Victory Post in Lampung Province.
- c. Observing the factors that caused the PDI-P's victory in the 2019 Legislative Election in Lampung Province.

Interviews are data collection techniques carried out face-to-face, but questions can also be given in advance to be answered at other times. The interview technique was carried out directly by the researcher by coming directly to the PDI-P Victory Post in Lampung Province to ask questions related to research writing which was carried out in a structured manner with an interview guide in which each respondent was asked the same questions as the interview guide using informal language. The informants interviewed were parties who had links to the factors that caused the PDI-P's victory in the 2019 Legislative Election in Lampung Province.

The data obtained accurately and objectively became the main goal in writing this research, the data analysis used was qualitative data analysis techniques by means of context analysis and literature review and analysis of questions based on the results of interviews with informants. The researcher refers to several stages of data analysis techniques, namely data reduction, data presentation, and drawing conclusions.

Data reduction is data obtained from the field in sufficient quantities for it to be recorded carefully and in detail. Data reduction means summarizing, choosing the main things, focusing on what is important. The data that has been reduced will provide a clear picture and make it easier for researchers to conduct further data collection. In this case, the researcher selects the data that has been obtained from the field which can be needed based on the focus of research writing with the limitations of the data contained in the interview guide that has been made.

The presentation of data is useful to make it easier for researchers to see the picture as a whole or a certain part of writing research. The limitations given in the presentation of the data are a set of informants that are structured and provide the possibility of drawing conclusions and taking action. The researcher presented the data in the form of a brief description and carried out with narrative text, photos and similar images.

Conclusions in writing qualitative research can be temporary if there is no strong evidence that supports the next stage of data collection. The writing of this study took the essence of a series of research writing results based on primary and secondary data types so that answers were obtained about the factors that caused PDI-P's victory in the 2019 Legislative Election in Lampung Province.

RESULT AND DISCUSSION

Seas explained in the background above, politics and strategy is a mechanism by which a group of people with political ideas that they understand are able to win a political battle when many interested people want the same thing. In the face of political competition, namely ELECTION, preparation and strategy are needed in dealing with political battles. With a mature strategy, it will be easier to deal with any terrain. Because, in the fight only needed a strategy how to conquer the opponent and win the fight. It has been stated in the previous section, by Peter Schoder that "Political strategy is a strategy or technique used to realize political ideals", so in general every contestant needs to approach the voter group. Therefore, each contestant must formulate a political strategy in a systematic and structured manner with the hope of winning a political battle, because competitors are also intensively making efforts to win the battle.

Based on this definition, the Lampung Province PDI-P's DPC strategy in facing the 2019 General Election is carried out with various activities that include all the potential strengths of the party ranks, namely intensively involving elements of party leadership and cadres, which are at the regional level (DPC), where branch managers through Deputy The Chair of the

Political and Election Winning Division along with sub-branch administrators, Branch Management, Sub-Divisional Management and community leaders who sympathize with the PDI-P of Lampung Province.

Specifically, regarding the PDI-P political strategy, one of the strategies that legislative candidates can use to increase their vote acquisition is through rhetoric about equality and equality. This strategy is carried out with persuasive arguments that are able to influence people's perceptions of equality and equality. Political discourses, speeches and writings that were mobilized by the leaders of political parties became concrete actions for this strategy. (Komara, 2016).

Installation of billboards in public places, making calendars of legislative candidates, candidate cards which are a form of strategy to introduce female candidates among the general public are one of the elements that have an influence on the victory of female candidates in the 2019 General Election in West Halmahera Regency. On the other hand, the increasingly stringent quality of legislative candidate recruitment is a solid foundation for the PDI-Struggle to produce legislative candidates who have electability and quality in fighting for the rights of the people and the aspirations of the people.(Piroza, 2015).

The political strategy of winning the 2019 General Election carried out by the DPC PDI-P of Lampung Province cannot be separated from the role proclaimed by the central DPP of the PDI-P which was applied by the administrators of the DPC PDI-P of Lampung Province adjusted to the characteristics of the people in Lampung Province so that the PDI-P of Lampung Province could win in legislative elections in 2019, where all levels of branch management must understand the strengths, weaknesses, opportunities and challenges faced in entering the stages of the election.

Knowing and mastering the potential of existing parties and the environment is the main capital for formulating strategies (which are revealed in the form of programs) in order to face the 2019 Legislative Election, on the one hand, the role and influence of cadres who pass party verification so that they qualify as legislative candidates are very important. a major contribution to the vote gains achieved by the PDI-P of Lampung Province in 2019. To fulfill the above objectives, each party cadre must be able to consolidate and mobilize all the party's potential in accordance with the basic strategy framework for winning elections.

Supporting Factors for the Victory of the PDI-P of Lampung Province in the 2019 Legislative Election in Lampung Province.

1. Peninfluence the Characteristics of the Candidates Carried

Peinfluence figures have a dominant role in the electoral system that uses the majority vote system. Competence and credibility of candidates for imaging and electability of the candidates concerned. Besides being supported by the electability of parties that already have popularity to be elected by the public. So, talking about the vote acquisition of the PDI-P of Lampung Province DPC is not solely influenced by the party's strategy,

2. PenThe Financial Impact of Legislative Candidates Carried by the DPC PDI-P of Lampung Province.

SeOthers talk about the candidate's figure factor being carried, of course, the financial problems of the candidates carried by the party also greatly affect the vote acquisition of the PDI-P of Lampung Province to become a legislative candidate. the masses to be able to listen to the promises of legislative candidates in the 2019 legislative elections, this is also of course related to finances so this factor is very supportive considering that the competition for legislative candidates for the PDI-P in Lampung Province is not only fellow legislative candidates promoted by the PDI-P but with various kinds of candidates from different parties who also participated in the democracy party in the legislative elections.Of course, from this point of view, not only is character the main factor for legislative candidates, but also finances have greatly helped the PDI-P candidate win in the Lampung Province in the 2019 legislative election.

3. Factor militancy sympathizers and cadres

The key to the PDI-P's victory in the 2019 election in Lampung Province is having militancy capital or traditional voters who are loyal to the party's choice. The nationally valid traditional electorate is the first determining factor. Next is the high level of penetration of legislative candidates in influencing voters. The selling value of competent legislative candidates is the reason for voters to make their choice, party machines and a solid network up to the neighborhood level in each kelurahan also contribute to the winning process.

From the results of the description above, the writer can analyze that it was true that during the 2019 legislative elections, the PDI-P of Lampung Province had a good strategy, it was a strategy that came from the center, the region, and the strategy of the candidates carried by the PDI-P of Lampung Province to win the 2019 legislative election.

Piroza (2015), Utomo (2015), Bourdieu (1989), and Córdoba (2017), The need for a good political strategy in winning the party, not only relying on the popularity of legislative candidates. Furthermore, Turtiantoro (2015), Alhamid & Perdana (2018), Faisol & Krisnadi (2015), and Hakim & Panuju (2019), shows that the party's campaign strategy is more specifically the PDI-Perjuangan party which focuses more on strategic planning, placing party communicators and persuasive approaches by legislative candidates to convince the public.

CONCLUSION

Be Based on the results of the analysis above, the writer can conclude that in facing the 2019 elections, the DPC PDI-P of Lampung Province has a winning strategy that follows the national party strategy that has been formulated by the central Bappilu and then the regions absorb it according to regional characteristics on one side of each strategy. The individual candidates who were promoted also influenced the PDI-P's victory in the legislative elections in Lampung Province in 2019. Then it can also be concluded that in dealing with the 2019 legislative elections in Lampung Province, it is true that there is an initiative and promise from the Lampung Province PDI-P DPC management through the mass media to introduce party programs in the hope that the public can see the seriousness of the Lampung Province PDI-P in fostering and the welfare of the people of Lampung Province which ultimately resulted in the election of cadres from the PDI-P of Lampung Province to the legislative seats.

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