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**Analysis Forms of Political Communication in Campaign
Strategies to Increase Voter Participation in the 2024
Sumut Regional Elections**

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ABSTRACT

This research examines the forms of political communication in the campaign strategy to increase voter participation in the 2024 North Sumatra regional elections. This research aims to identify and analyze the forms of political communication used in the 2024 North Sumatra regional election campaign strategy and evaluate their effectiveness in increasing voter participation. This research uses a qualitative approach using the case study method. Data collection techniques in this research are observation, interviews and documentation. The research results reveal that various forms of political communication have an important role in increasing voter participation in the 2024 North Sumatra regional elections. Interpersonal communication through door-to-door campaigns and community meetings increases voter confidence. Mass media such as television, radio and newspapers help shape public opinion. Social media is effective in reaching young and urban voters. Political debates and speeches provide an opportunity for candidates to present their work programs. Door-to-door campaigns remain effective in rural areas. This combination of various forms of political communication has proven effective in increasing voter participation.

Political Communication, Political Strategy, North Sumatra Regional Elections

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INTRODUCTION

Pilkada (Regional Head Election) is one of the essential democratic processes in Indonesia's political system, where people are given the opportunity to elect regional leaders who will bring change and development to their region. The 2024 North Sumatra election is an important moment in the journey of local democracy, considering that the province has a large and diverse population, so high voter participation is crucial.

However, the level of voter participation in the previous elections in North Sumatra showed significant fluctuations. Based on data from the General Election Commission (KPU), the level of voter participation in the previous North Sumatra elections still did not reach satisfactory figures. This indicates a challenge in encouraging citizens to actively participate in the electoral process. One of the key factors that can influence the level of voter participation is the effectiveness of political communication strategies used by candidates and campaign teams.

Political communication is a vital element in political campaigns. Through effective communication, candidates can convey their vision, mission, and work programs to voters, build a positive image, and mobilize the masses to participate in elections. Various forms of political communication such as face-to-face campaigns, the use of mass media, and social media, to interpersonal communication strategies such as public debates and community dialogues, have different roles in attracting voters' attention.

Andries Kango's research in 2014 with the title "political marketing in political communication" the results showed that the political marketing paradigm in political communication is a set of methods from various aspects of political marketing to achieve political goals. (Kango, 2014). Furthermore, Farid Nofiard's research in 2022 with the title "Digital political communication in Indonesia" the results of Farid Nofiard's research are that in political dynamics political communication is needed so that political messages that political actors want to convey can be conveyed to the public in order to achieve the expected political goals. In delivering this political message, a means is needed so that political messages can be distributed properly and efficiently (Nofiard, 2022).

In the context of the 2024 North Sumatra Regional Election, understanding effective forms of political communication is becoming increasingly important given the development of information technology and changes in voter behavior. Social media, for example, has become a major platform in modern political campaigns, but its effectiveness in the local context of North Sumatra needs to be further researched. In addition, traditional approaches such as door-to-door campaigns and direct dialog with voters also remain relevant, especially in reaching segments of the electorate that may be less exposed to digital media.

This research aims to identify and analyze the forms of political communication used in the campaign strategy of the North Sumatra Regional Head Election 2024 and evaluate its effectiveness in increasing voter participation. By understanding the dynamics of political communication, it is hoped that the results of this study can provide strategic guidance for candidates

and campaign teams to design a more effective approach in mobilizing voter participation, so as to strengthen the democratic process in North Sumatra.

Therefore, this research is not only academically important as a contribution to the political communication literature, but also has significant practical implications for political practitioners in North Sumatra and other regions facing similar challenges in increasing voter participation.

RESEARCH METHOD

This research uses a qualitative approach using a case study method. According to Moleong, qualitative research is research intended to understand the phenomena understood by research subjects such as behavior, perceptions, motivations, and actions in the form of words and language holistically. This approach was chosen because the focus of this research is to analyze the forms of political communication used in the campaign to increase participation in the 2024 North Sumatra regional election. The research was conducted in North Sumatra, focusing on regions that have diverse political dynamics. Data collection techniques in this research are observation, interviews and documentation.

RESULT AND DISCUSSION

Political communication is a process and activities that shape political attitudes and behaviors that are integrated into a political system using a set of meaningful symbols. This definition shows the attitudes and behavior of all individuals within the scope of the political system, government system or value system both as power holders and as a society for the realization of a communication between power holders (government) and society that leads to integrative attitudes. (Adeni & Harahap, 2017).

According to Susanto, political communication is the process of conveying opinions, attitudes and behavior of people, institutions or political forces in order to influence political decision making, while what is meant by politics is none other than the life of the state. Flexibly, political communication is communication that refers to political activities (Susanto, 2013). According to Slamet, political communication is the message activity of people who carry out political activities, in the form of influencing and stimulating other people to carry out political activities, both at the level of relations between superstructures and infrastructure.

The author concludes that political communication is the process of delivering messages, information, or political ideas from one party to another in order to influence the opinions, attitudes, and political behavior of individuals or

groups. This process involves various political actors such as the government, political parties, candidates, mass media, and the wider community. Political communication not only includes the delivery of political messages through traditional media such as television, radio, and newspapers, but also through new media such as the internet and social media.

Communication strategy in politics is one of the keys to the success of a political party in winning elections. Political campaign is a form of political communication application carried out by a person, group of people or political organization to form and foster a positive public image and opinion, in order to be elected in an election, regional election and presidential election. Some forms or types of art and forms of application (application) of political communication that have long been known and carried out by politicians or political activists, among others:

1. Political Rhetoric

Rhetoric basically uses symbols to identify the speaker with the listener through speech while speech is a concept that is as important as rhetoric as symbolism. By addressing the audience openly, public discourse will develop and the process of persuasion will take place. That is why Dan Nimmo said speech is negotiation with political rhetoric will create a society with ongoing negotiation (conflict and consensus). Aristotle in his work *Rhetorica* divides political rhetoric into 3 types, namely: deliberative rhetoric, forensic rhetoric, demonstrative rhetoric.

2. Political Agitation

Agitation according to Blumer begins by creating contradictions in society and mobilizing audiences to oppose the reality of life experienced so far (full of uncertainty and full of suffering) with the aim of causing anxiety among the masses. Then the people are mobilized to support new ideas or new ideologies by creating new circumstances. Agitation often has a negative connotation because of its inciting, threatening, disturbing nature, arousing dissatisfaction among the audience and encouraging rebellion.

3. Political Propaganda

Propaganda is a long recognized use in politics, although it was originally used as a form of religious activity (Catholic religion). Political propaganda can be a political communication activity carried out in a planned and systematic manner, using suggestion for the purpose of influencing a person or group of people, audience or larger community to carry out or adhere to a certain idea, or activity with their own awareness without feeling forced or forced. Furthermore, there are several types of propaganda including overt propaganda, intentional propaganda, and unintentional

propaganda. In democratic countries, political propaganda activities are highly disliked, even rejected by developing other activities such as political public relations and political lighting.

4. Political Lobbying

Lobbying is one of the art forms and communication techniques that are widely applied in political activities. Political lobbying and political parties, is a forum for political talks in the perspective or interactional paradigm in political communication applied in the form of inter-personal or face-to-face communication that is dialogical in nature.

5. Political Action

Actions that can be viewed as communication in the pragmatic paradigm are also forms of art and techniques in communication that are always used in political activities. Thus, political lobbying, political rhetoric and political campaigns can also be referred to as political action which is one form of political action. Political action in political communication events aims to build a political image for the audience, namely a picture of political reality that has meaning.

Strategy and political communication are all conditional decisions about actions that will be carried out at this time, in order to achieve political goals in the future. The right strategic decisions for political communicators are (1) Maintaining stature, (2) Strengthening political institutions, (3) Creating togetherness and (4) Building consensus (Alfiyani, 2018).

The targeted parties in political education are all Indonesian citizens to gain an understanding of the importance of the meaning and mechanism of Pilkada, especially those who already have the right to vote. What is meant by the right to vote here is the right to choose and the right to be elected. This means that political education is applied to the voting community and the contestants in order to gain an understanding of being a good and responsible citizen so that political maturity can be achieved ready to lose and wise when winning with the basic capital of "fair play" and "healthy" democratization will be created on this earth so that in turn the occurrence of conflict can be minimized.(Setyarahajoe, 2013).

Forms of Political Communication Used in Campaigns to Increase Participation in the North Sumatra Regional Head Election 2024

The following is a form of political communication used in the campaign to increase participation in the North Sumatra regional election 2024:

1. Interpersonal Communication

Face-to-face communication such as door-to-door campaigns and community meetings show significant results in increasing voter

participation. Voters feel more valued and get clearer information when they can interact directly with candidates or campaign teams. This direct dialog allows voters to raise concerns and get immediate answers, which increases trust in the candidate.

2. Mass Media

The use of television, radio and newspapers remains relevant in disseminating political messages to a wider audience. Campaigns through mass media help reach voters who may not be active on social media or have limited access to the internet. Political advertisements and news coverage of candidate campaigns play an important role in shaping public opinion and increasing candidate visibility.

3. Social Media

Social media such as Facebook, Twitter, Instagram and YouTube have become key platforms in modern political campaigns. Candidates who are active on social media can reach young voters and urban voters more effectively. Campaigning through social media allows for rapid and interactive message dissemination, and allows candidates to interact directly with voters through comments, messages and live streaming.

4. Political Debates and Speeches

Public debates and political speeches at campaign events provide an opportunity for candidates to demonstrate their ability to argue and present their programs. Televised or social media debates also help voters to compare each candidate's vision and mission, which can influence their voting decision.

5. Door-to-Door Campaigns

Door-to-door campaigning remains effective, especially in rural areas or smaller communities. Through this approach, candidates or campaign teams can deliver personalized messages and build direct relationships with voters. It also provides an opportunity to listen directly to the aspirations and complaints of citizens, which can be used as material to develop a more responsive work program.

Effectiveness of Political Communication Forms Used in Campaigns to Increase Participation in the North Sumatra Regional Election 2024

The following is an analysis of the effectiveness of political communication used in the campaign to increase participation in the North Sumatra regional election 2024:

1. The Effect of Political Communication on Voter Participation

The results showed that a combination of various forms of political communication used strategically can increase voter participation. Face-to-

face campaigns and social media are most effective in attracting the attention of young voters and urban voters, while mass media and door-to-door campaigns are more effective in reaching voters in rural areas.

2. Comparison of Effectiveness between Forms of Communication

Interpersonal communication and social media showed higher effectiveness than traditional mass media in terms of voter engagement and participation. Voters who engage in direct dialog or interaction through social media tend to feel more connected to candidates and are more motivated to participate in elections. However, mass media remains important to reach a wider audience and provide additional credibility through news coverage.

Determinants of the Effectiveness of Political Communication Used in the Campaign to Increase Participation in the North Sumatra Regional Election 2024

The following are the Determinants of the Effectiveness of Political Communication Used in the Campaign to Increase Participation in the North Sumatra Regional Head Election 2024

1. Internal Factors

- a. Message Quality: Messages that are clear, consistent, and relevant to the needs and aspirations of voters are more likely to increase participation.
- b. Candidate Credibility: Candidates who are perceived to have high integrity and capability are more likely to mobilize voters to participate.

2. External Factors

- a. Access to Media: The level of voter accessibility to various communication media affects the effectiveness of the campaign. Regions with good internet access show a more positive response to social media campaigns.
- b. Socio-economic Conditions: Voters with higher levels of education and political awareness tend to be more responsive to political communication.

CONCLUSION

It can be concluded that various forms of political communication have an important role in increasing voter participation in the 2024 North Sumatra regional election. First, interpersonal communication through door-to-door campaigns and community meetings succeeded in creating a direct relationship between candidates and voters, increasing voters' sense of being valued and trust through direct dialog. Second, mass media such as television, radio and newspapers remain relevant in reaching a wider audience and play an important

role in shaping public opinion and increasing candidate visibility. Third, social media has become a key platform for modern political campaigns, enabling rapid and interactive message dissemination and high effectiveness in reaching young and urban voters. Fourth, political debates and speeches provide an opportunity for candidates to present their work programs and compare visions and missions before the public, which influences voters' decisions. Finally, door-to-door campaigns remain effective in rural areas, allowing candidates to build personal relationships with voters and listen directly to their aspirations and complaints. Overall, the combination of these various forms of political communication proved to be effective in increasing voter participation in the 2024 North Sumatra regional elections.

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