Strategy for Winning Science Elections After the Covid-19 Pandemic

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A R T I C L E I N F O

A B S T R A C T

Strategies for the Dikulon Progo Post-Pandemic Election in 2024. This research uses a qualitative method approach. Sources of research data include primary and secondary data sources. Data collection tools and techniques use interviews and documentation. Test the validity of the data in this study using the source triangulation technique. The research data that has been collected is then analyzed including data collection; presentation of data; and conclusion or verification. The results showed that the strategy for winning elections was by formulating work programs, mass mapping, *branding* and *positioning* , *political marketing* strategies , political communications, political campaigns using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), as well as approaches to farmers, community leaders and religious leaders. Having a solid team and receiving support from community organizations in Kulon Progo Regency in the form of materials and mass

INTRODUCTION

Indonesia is a country that implements a democratic system in its government. The concept of democracy applied in Indonesia means that sovereignty is in the hands of the people. The direct distribution of democracy is carried out through general elections or elections to elect leaders (presidents, governors, mayors and regents) and legislatures or members of representative institutions. Legislative elections are a way of selecting people's representatives who will sit in representative institutions, as well as providing opportunities for the public to elect their representatives directly.

In the 2009 legislative elections, Indonesia implemented elections with an open proportional system. Through this system, voters no longer choose political parties but choose legislative candidates. Determination of elected legislative candidates in an area is carried out based on the acquisition of the most votes. Elections to elect candidates for legislative members or members of representative institutions are listed in the Law of the Republic of Indonesia Number 8 of 2012 concerning the General Election of Members of the People's Representative Council, Regional Representative Council, and Regional People's Representative Council which explains that these elections are held every five years based on the principle of direct, public, free, confidential, honest and fair. The principle of lucidity (direct, public, free, confidential, honest and fair) is an absolute requirement to create quality, trustworthy representatives of the people who can carry out the functions of the legislative institution optimally. Every citizen who has the right to vote is free to make his own choices which he thinks are appropriate to be chosen according to conscience, without pressure and coercion from other people because every citizen will have his security guaranteed by the state.

In democratic countries, elections are considered as a measure of democracy itself. Budiardjo (2013: 461) explains that the election results which are held openly with freedom of expression and freedom of association are considered as the participation and aspirations of the people. In general elections there are wins and losses, where election victory is the main goal of political parties. Political parties generally prepare the best and most experienced cadres to gain traction from the public. Every political party and cadre that is nominated competes to show their best in various ways to gain support from the public. General elections to elect members of the People's Representative Council, Regional Representative Council, and Regional People's Representative Council (DPRD) for the 2019-2024 period will be held on February 14, 2024. This research is about the General Election of the Regional People's Representative Council (DPRD) or Regency-level Legislative Election / City, namely in Kulon Progo Regency which will be implemented in 2024, KPU of Kulon Progo Regency, the Covid-19 Pandemic will take place from 2019 to 2023 and economically this will hit the economic conditions in the Kulon Progo Regency area.

This is not the case for young candidates, candidates who are not well known by the public so they need a more appropriate strategy to be able to promote themselves. With the Covid 19 pandemic occurring in the Kulon Progo

Regency and even throughout Indonesia, of course the patterns and schemes in carrying out winning the sympathy of voters are different from the 2019 Election. in society.

Formulation of the problem

Sugiyono (2008: 35) explains that the formulation of the problem is a question that will be answered through data collection. The formulation of the problem must be related to the problem to be studied. Based on the background above, the formulation of the problem in this study is as follows.

1. What is the winning strategy for the 2024 Kulon Progo Regency Legislative Candidate Election after the covid 19 pandemic?

2. How is the implementation of the winning strategy in the 2024 Election for Legislative Candidates for Kulon Progo Regency?

LITERATURE REVIEW
Winning Strategy

Strategy comes from the Greek, namely stratos which means army and agein which means to lead. Thus, strategy is to lead the army. Then comes the word strategia which means leading over troops or the art of leading troops. The term strategy was used in a military context from the heyday of the Greco-Romans to the beginning of industrialization. Then it extends to various aspects of community activities, including in the fields of communication, politics and political communication. This is very important in efforts to win the competition in general elections, and in making other political decisions (Arifin, 2011: 236). There are several points that need to be considered regarding the winning strategy so that it can run smoothly.

Political Strategy

Strategy is all the plans and actions taken to gain victory in general elections. The strategy involves various activities such as analyzing the strength and potential of the votes to be obtained, to find out the method of approach needed for voters. In order to win the election, a candidate must make voters take sides and cast their vote where this can be done by a candidate in understanding political strategy (Prihatmoko and Moessafa in Nurhidayat, 2019: 5).

Tarjimin (2016: 21) argues that basically political strategy is a political campaign strategy to form a series of political meanings that are formed in people's minds to direct people to vote for a particular political party or candidate.

The aim of a political strategy is to gain power and have as much influence as possible by obtaining good results during elections, in order to encourage policies that can lead to societal change (Schroder, 2013: 9). Firmanzah (2007: 123) in his political marketing book says that:

"Political approaches and communications need to be carried out by contestants to be able to win elections. The contestants need to conduct a study to identify the size of their supporters, floating masses and supporters of other contestants. This identification needs to be done to analyze the strength and potential of the votes that will be obtained at the time of voting, as well as to

identify the necessary approach strategies for each group of voters. This strategy needs to be needed by every contestant because competitors also make intense efforts to win political competition.

METHODOLOGY

Explain your methodologies in this chapter. You should explain your research instruments, data collection processes, data analysis processes or hypothesis testing processes, and data display processes.

RESULT AND DISCUSSION
Result
1. Strategy for Winning Legislative Candidates in Post-Pandemic Legislative Candidate Elections in Kulon Progo Regency in 2024

Researchers conducted research on winning strategies in the election for legislative candidates for Kulon Progo Regency in 2024 after the Covid-19 pandemic. The implementation of this strategy was carried out considering several factors that occurred after the pandemic made people increasingly reluctant to politics. The winning strategy for Legislative Candidates by using a political strategy according to Peter Schroder is an offensive and defensive strategy. Where this offensive strategy is seen through work programs that are arranged more realistically than other candidates. While the defensive strategy is a way to retain voters. Then a SWOT analysis, where this strategy is used for legislative candidates in order to be able to find out the strengths, weaknesses , opportunities and threats that exist. What is the value of a legislative candidate having power and being known by the public.

The next winning strategy is branding and positioning in the form of non-formal attire, slogan designs that trigger a lot of public questions and designations or other names for legislative candidates must have designations to make them easy to remember, such as the example of cah enom, son of a farmer and cah enom migunani. Furthermore, political marketing, legislative candidates use political marketing strategies, namely political products, seen from the figure of the legislative candidates themselves, it will be easy to study to be used as political marketing. Then pull marketing, which is in marketing political products by utilizing the media, and pass marketing, approaches through religious leaders and community leaders. Then, strategies in political communication. Legislative candidates must submit work programs that have been prepared using political communication networks. This was conveyed during a political campaign. In order for legislative candidates to convey and at the same time listen to what were the problems being faced by the community at that time, so that later a solution would be found for the problems being faced by the community. So in the explanation above, it can be concluded that the strategy for winning post-pandemic legislative candidates is by using a political strategy according to Peter Schroder, SWOT analysis, branding and positioning, political campaigns, political marketing, and political communication. The winning team must be spread evenly in the electoral district, starting from each RT area, per Padukuhn area to the District level, its function is clear to map the distribution of voters and can provide information to the team or volunteers and create a network per village and sub-district. After forming the Winning Team, then designing a work program. The winning team is better known to the public by giving the name of the team or volunteer according to the name of the legislative candidate who has a good correlation, while the formulation of the work program looks at the problems that exist in society. Candidates for the legislature and the team must diligently go directly to the field by participating in activities organized by the surrounding community, both parents and young people, such

as birthdays at prayer rooms or mosques, cooking events for mothers, ball tournaments, vespa children's concerts, visiting great-grandparents, wayang performances, and so on.

A. Coffee Together or Ground Coffee

Coffee is one of the programs to discuss problems that exist in society. The target of this program is for all levels of society. With the coffee or ground coffee program, the community's response is more open with the winning team about what problems they are facing and it is hoped that the candidates and the winning team can find the right solution to the existing problems. The Coffee program is carried out in a way Door to Door and gather at a point in the village based on the campaign schedule. The impact of the Coffee program is that the community is more open and more familiar with the figure of the Legislative Candidate.

B. Discussion Forum

The discussion forum is a work program to increase community potential, this discussion forum program was held on level and RT level. In this discussion forum, the legislative candidates and the winning team invite motivators in their fields. But the implementation time in this discussion is not efficient. So indeed the system is to gather people at one point The target of this discussion forum program is for all levels of society so that the winning team hopes that with this discussion forum program it can increase the potential of the community according to the fields they are engaged in, for example in the fields of trade, agriculture, and so on.

C. Populist Economic Seminar

This populist economic seminar program is the result of an agreed discussion forum program. The program that has been realized is inviting motivators in making business ideas online. Where nowadays everything is online, but the surrounding community does not understand this. From this seminar, people are taught to make business ideas online via Facebook. And the target of the seminar that has been implemented is bamboo craftsmen. But do not rule out if there are young people who have creativity.

d. Have a Good Slogan and Motto.

This slogan and motto is very influential because it makes it easy for people to remember the examples of the words Dare, Act, and Defend the People. Etc.

Creating a hashtag, this Hastag aims to remind people how to remember him. With socialization in the community, he wants to get acquainted with people outside the community whether they support him or not. The aim is for the public to be able to compare the way he socializes with the way he socializes with other candidates. Has an identity color or a characteristic that is easily recognized. Very influential because it makes people more curious so they want to know.

1. **Implementation of the Post-pandemic Legislative Candidate Winning Strategy in Kulon Progo Regency in 2024.**

The implementation of the strategy for winning post-pandemic legislative candidates is by carrying out a political campaign for candidates and the success team must have a target, namely in one day they must meet with a minimum of 150 people. In its implementation by gathering the community, for example by gathering the people of Village X at one point and Door To Door . The entire team, for example, numbering 25 people, always follows their candidates, so they don't spread out. From this activity. It can be said that this activity is to convey political products directly to voters. What is meant by a political product is the Celeg itself. This activity is referred to as a push marketing approach in political marketing. The media plays a very important role in political marketing activities, both in conveying political products using print media and online media by introducing and socializing Anggi Noviah more broadly. This is referred to as a pull marketing strategy in political marketing carried out through political campaigns using the media.

The legislative candidates and the successful team mapped out the mass of supporters grouped by age, profession and local culture. The mass mapping consists of young people, parents, community leaders, traders, farmers, fishermen, and others. Every mass of supporters will be handled and jointly plunged into the field with the Success Team. The campaign method during the post-pandemic Covid 19 is carried out by means of Door to Door as already explained, campaigns through the media and campaigns by gathering the community at one point or also known as activities to visit the community which means visiting the community. The approach by way of assistance in making such as the use of this adminduk is very important. With the assistance in making this adminduk, they received a positive response from the community, because according to them, making it directly made it more difficult, they had to pay, the distance was quite far and the cost of public transportation was incurred to go to the District or the Population Service of the Kulon Progo Regency.

Branding and positioning is the next strategy that Post-pandemic legislative and Timses candidates need to be carried out. Branding and positioning here is by building a figure through the products offered to the public, so that candidates get their own characteristics in the community, considering that branding is very important to do, so that when candidates are certain to advance in the election for legislative candidates for Kulon Progo district, they need to do branding in depth.

Judging from the background and views of the people who still think no money no vote. So caleg and Timses must make patterns and schemes so that people do not see the position of caleg from figures not from money. Maybe with the candidate's dress style to get the attention of the public. So that people consider friendly, flexible and simple. In addition to using casual or non-formal clothing and good communication images and strategies. Candidates will receive attention from the public because of the tagline on billboards and posters. As explained above, the tagline on billboards and posters is based on the candidate's

profile and the branding agreed upon by the candidate and the success team will make people feel confused and more curious about the figure of the candidate. This stole the public's attention and made the candidate better known by the public. By choosing non-formal clothing and how to communicate to this tagline, it is hoped that it will have a good impact on the branding and positioning built by the Candidates and the success team. So that the political messages conveyed can be easily understood by the public.

Branding and positioning that has been planned will be maximized when it involves the role of community leaders. Therefore candidates in seeking support by approaching community leaders and already understand the culture that exists in their area, namely that there is still culture. With the support of local community leaders, it is expected to get more support from the community. This includes the delivery of political products through third parties who are considered capable of influencing voters. This approach strategy is a pass marketing strategy in political marketing, where the figure can convey the political message of a candidate to the public.

Based on the explanation regarding the factors that support the implementation of the winning strategy based on the data obtained, it can be concluded that the Calog must have supporting factors that come from material support and social networks from community organizations in Kulon Progo Regency.

A. SWOT analysis

According to the SWOT pattern, good strategic planning works with two levels. At the first level, strategic planning makes a clear picture of the direction to be achieved by the organization (vision) and what are the goals and reasons for the existence of the organization (definition or *mission statement*). At the second level, strategic planning in making efforts to position the organization based on the reality of its operational environment. There are two types of environment, namely the internal environment which consists of resources, strengths, opportunities and demands from within the organization. While the external environment is the area where the strength or other factors affect or are influenced by the organization. Strategic planning must be able to recognize and assess opportunities and threats that occur in the external environment related to the vision and ultimate goals of the organization. After forming a vision or setting goals and analyzing the external environment, an organization must develop strategic options or alternative paths to achieve the ultimate goal. Then in the SWOT analysis all information is collected and analyzed. Then the results of the analysis can cause changes to the mission, policy goals or strategies that are being carried out. In preparing a good plan, it is necessary to know the strengths and funds that are owned when starting a business and to know all the weaknesses that exist.

The data collected about internal factors is a potential in carrying out the planned business. On the other hand, it is necessary to pay attention to the external factors encountered, namely the opportunities or opportunities that exist to pay attention to whether threats and obstacles are expected to arise and

affect the business being carried out. It can be said that SWOT analysis is the development of relationships or interactions between internal elements such as strengths and weaknesses towards external elements such as opportunities and threats (Uber et al, 2016: 4).

Rangkuti in (Qalbi, 2015: 236) explains that in implementing SWOT there are several steps, namely as follows.

1. *Strength* is an attempt to show and calculate strength in achieving goals;
2. *Weakness* is a way to cover and minimize weaknesses;
3. *Opportunity* is the ability to manage opportunities in achieving goals; And
4. *Threat* is the ability of a person or organization to minimize any threats that may occur at any time.

B. *Branding* and Political *Positioning*

Branding according to Haroen (in Nafisa, 2019: 22) is an activity carried out to build the perceptions and trust of others. *Branding* is a need for everyone who has an interest in getting something from others through communication processes. *Branding* must be done in a well-planned manner to get something you want, such as an interest in a political position.

Mitsikopoulou (in Sandra, 2013: 280-281) explains that *political branding* is the use of tactics or stages of a candidate to build a political image. In political branding, there are not only personal elements of the candidate, but also appearances such as hairstyles and clothing that have a clear impact on the candidate's image. The importance of political *branding is that branding* includes an emotional side by providing signs that make voters choose easily. With more interactive and constructive communication, *branding* can have the potential to build relationships with people who previously had no interest in politics.

Nursal (in Riyadh, 2016: 35) explains that *positioning* is an act of placing oneself in the right position so that it can be accepted by society. This aims to give an impression in the minds of voters so that the political product can be accepted by the community. In the competition for the highest place, political parties must be able to place political products and political *images* in the hearts of the people.

To differentiate from the others, political products and *images* must have something different from the others so that they are embedded in the hearts of the people . *Positioning* explains the position of a political party that has a position that is different from other political parties. This different position is in the form of a brand that is poured through programs, forms of promotion, to the image of its cadres (Ikrimah, 2019: 5).

Positioning is a distinguishing attribute that distinguishes a candidate from other candidates. The distinguishing attribute attached to a candidate will be a differentiator from other candidates that will touch the hearts of voters. The winning team has an important role because in this case the winning team organizes and prepares when the campaign is carried out so as to gain sympathy from voters and succeed in positioning during the campaign (Sugiarto, et al, 2014: 148).

C. Winning Strategies in Post-Covid 19 Pandemic Legislative Elections

Legislative elections are general elections to elect members of the People's Representative Council (DPR), Regional Representative Council (DPD), Provincial Regional People's Representative Council (DPRD) and Regency/City Regional People's Representative Council (DPRD). Legislative elections (Pilleg) in Indonesia have been held four times, namely in 1999, 2004, 2009, 2019 and will be held in 2024. These elections will determine the members of the People's Representative Council (DPR), the Regional Representative Council (DPD), and the Representative Council Provincial People's Representative Council (DPRD) and Regency/City Regional People's Representative Council (DPRD). In 2019, the Legislative Election will be held on 14 February 2024 which has been agreed upon by the Government and the Indonesian Parliament.

Legislative elections in Indonesia use a multiparty system, in which each political party requires each member of a particular political party to take part in the general election or legislative elections. Elections in Indonesia, both national and regional, are the responsibility of the General Elections Commission (KPU). The KPU is tasked with organizing elections, while the Election Supervisory Body (Bawaslu) is responsible for supervising elections.

In the implementation of elections, both executive and legislative elections, each political party or a candidate has a winning strategy that has been prepared with a winning team . In legislative general elections, a candidate with a winning team develops a strategy, where this winning strategy is a design that has been prepared in such a way as to win the general election.

Several points need to be considered in developing a winning strategy so that the general legislative election can run smoothly.

Political *Marketing*

A strategy in order to win political competition, a certain candidate must be able to make voters take sides and cast their votes. This will be achieved if the candidate obtains broad support from the electorate. One way to get support is by using *marketing* . Marketing can be useful for political parties and a candidate to build relationships with voters. The application of marketing methods and concepts in the world of politics is referred to as political marketing or *political marketing* (Rini, 2012: 180).

Political *marketing is a* way to win hearts and make voters choose the desired candidate. The existence of competition requires candidates to think of ways and methods that are effective in communicating and convincing voters that they are worthy of being elected. One of the political *marketing strategies* is through political campaigns. A campaign is a communication activity aimed at influencing other people to have the insights, attitudes, and behaviors that the information provider wants (Cangara, 2009 in Sugiarto, et al 2014: 145).

Firmanzah (2008: 324) states that political *marketing* is an activity carried out by political parties and a candidate in designing issues that will be presented to the public, communicating the solutions offered when elected, party ideology and social control over political parties or a candidate who selected.

Marketing according to Nursal (in Nafisa, 2016: 25) is a political campaign

strategy to form a certain political meaning in the minds of voters to choose a particular candidate. This political meaning is an important output in political *marketing* to determine which candidate the voters will choose.

Based on the explanation above, it can be concluded that political *marketing* is a technique of a political party or a candidate in building relationships with the public. Political *marketing* also teaches candidates and political parties to formulate political products clearly through the vision, mission and programs offered. When the word *marketing* is applied in the world of politics, a political party or a candidate in order to win an election must know the basic problems of society. So it is necessary to identify the programs offered can be a solution to existing problems. Then able to convince voters to vote for a political party or a candidate (Sanjaya, 2017: 104).

The contribution *of marketing* in the world of politics lies in a strategy to be able to understand and analyze what voters or the public want and need. Political activity must be in accordance with the aspirations of the people. What the public cares about is what political parties or candidates can do to overcome the problems that society is facing. People no longer believe in political promises, they are increasingly demanding evidence of political promises that have been given during the campaign (Scammell in Firmanzah (2007: 199). According to Nursal (in Firmanzah, 2008: 217) there are three approaches in political *marketing*, namely *push marketing* , *pass marketing* , and *pull marketing*.

a. *Push Marketing* Approach

The push marketing approach is an effort made by a political party or a candidate to convey political products directly. In this strategy, political parties try to gain support through stimulants given to voters. People need to get encouragement and energy to go to the voting booth and vote for certain candidates. This is supported by giving rational and emotional reasons from political parties or candidates to motivate voters to be willing to support a contestant.

b. *Pass Marketing* Approach

Pass marketing approach is an approach through a person or a group that influences voter opinion. Having influential parties will be able to forward political messages from candidates or political parties to influence public opinion, beliefs and thoughts by always paying attention to every issue that occurs.

c. *Pull Marketing* Approach

The pull marketing approach is the marketing of political products by utilizing the media. Media consists of two ways , namely paid and non-paid methods. Media by way of payment is related to placing advertisements in several media, for example radio, television, websites, print media and outdoor media (posters, leaflets, flags, banners, billboards and posts). In addition, media selection also needs to be considered, not all media are right for promotion. In carrying out promotions, one must think carefully about the most effective media for transferring political messages. This promotion can be done verbally or in writing. There is promotion through media such as television , radio and

print media.

Promotion can be done by political institutions through debates on TV. In this case, the public has the opportunity to see the battle for work programs offered by each political institution. Apart from that, promotions can also be carried out through mass movements in large numbers to attend a religious sermon or cadre meeting. In addition, there are other promotional media for political institutions, namely the symbols, symbols and flag colors of political parties which are distributed through pamphlets, banners and posters during the campaign period. Promotion in this case is related to political party publications. Therefore, promotions can be divided into three categories, namely advertising, publications and debate events. Price . In political *marketing,* prices are categorized in three ways, namely economic prices, psychological prices, and national image. The economic price includes all costs incurred during the campaign. Starting from the cost of advertising, publication, costs of the 'grand-meeting' to the administrative costs of organizing the campaign team . Psychological price refers to the price of psychological perceptions regarding the convenience of people with ethnic, religious and educational backgrounds of candidates. Meanwhile, the price of national image is related to the image of a candidate. Candidates must form the public's perception that they are able to provide a positive image so that they become regional or national pride.

The distribution system is defined as a network consisting of people and institutions related to the flow of political products to the wider community, so that people can feel and access political products easily. In the world of politics, the distribution of political products is closely related to the mechanism of outreach and penetration of political products to regions and remote areas. People who are far away will feel that a candidate's political product is better than another candidate. Selection of media such as newspapers , TV, radio, internet, magazines, brochures, pamphlets and posters that are distributed to the regions is one of the physical forms of distribution in the context of political marketing. In addition, the visits of political parties and candidates to regions can be categorized under political distribution.

d. Political Communications

Heryanto & Rumaru (2013: 2), explaining political communication in political studies are efforts to form agreements. Where this agreement concerns how the distribution of power resources or how the agreement is made. While political communication in communication studies is understood as a message obtained with political characteristics to influence other parties in achieving the planned goals. Thus, the first focus is on political activity, and the second is focus on messages characterized by politics.

e. Political Campaign

Campaigning is a message delivery process that aims to change the attitudes, opinions and behavior of voters. This change is due to be achieved through appeals, invitations, and promises so that people are interested in

making their political choices in certain political parties or candidates (Sanjaya, 2017: 108). several methods put forward by Heryanto & Rumaru (2013: 22), the campaign methods carried out by election participants are as follows.

a. Limited meeting;
b. Face to face;
c. Broadcasting through print and electronic media;
d. Distribution of campaign materials to the public;
e. Installation of props in public places;
f. General meeting; And
g. Other activities that do not violate laws and regulations.

According to Arifin (2011: 155-156) there are several types of political campaigns, namely *dialogic campaigns* , *monological campaigns* , and *organizational campaigns* . Explanation of several types of political campaigns as follows.

a. *Dialogic* Campaign . Dialogical campaigns, also known as face-to-face (interpersonal) campaigns, are campaigns carried out without intermediary media. A candidate meets and has direct dialogue with potential voters, shakes hands and jokes, and takes a group photo. *Dialogical* campaigns can be carried out in a large building or place and attended by tens or even hundreds of people. In this activity a candidate makes a speech in a rhetorical style and a question and answer session is also held with prospective voters, so as to create a good *dialogic atmosphere.*

b. *Monological* Campaign . A *monological* campaign , also called a mass campaign , is a campaign aimed at the masses which is carried out in an open field. Conducting persuasion to the public by using rhetoric, namely displaying campaigners by taking turns delivering speeches or political speeches. In this case political communication is carried out in one direction (monologue) without any dialogue. In addition, monologue mass campaigns can be carried out through radio, television, newspapers, banners, billboards, posters and leaflets.

c. *Organizational* Campaign . Organizational campaigns are political campaigns carried out by relying on the support of a particular organization. Every candidate or candidate who wants to be successful in a political campaign must have three types of organizations, namely political parties, social organizations, and supporting organizations. Leverage all three types of organizations for support.

Campaigns in general elections have the goal of gaining as much power and influence as possible by obtaining good results in general elections, in order to encourage policies that can lead to societal change (Schroder, 2016: 9).

DISCUSSION
Strategy for Winning Legislative Candidates for Kulon Progo Regency in 2024 Post-Pandemic

Based on the explanation above, of course in convincing the public there is a need for a certain strategy to make the community confident in their choice, therefore the Legislature Candidates develop several strategies to gain the trust of the people of Kulon Progo Regency, strategies that are in accordance with post-covid 19 economic conditions in Kulon Progo Regency. The winning strategy in the election of legislative candidates is a plan that has been carefully prepared for a long period of time to make a general election successful. The winning strategy must be prepared by legislative candidates to win the race for seats obtained by each particular political party. Like the Legislative Candidate who has prepared a strategy before going to the field to find as many supporters as possible. In preparing the strategy, it is better for legislative candidates to use SWOT analysis to obtain accurate field data and be able to translate the field problems that occur. One of them is the political planning model. In the process of political planning, there is a pattern based on SWOT planning. SWOT analysis is one of the theories of organizational strategy development. During the campaign, it is better if the candidates visit the village every day from morning to early morning, because if they just come, the people will not get to know them fully. So that people can see his figure.

The preparation of this strategy begins with establishing a work program. The offer of this work program must gain sympathy for rational voters, because this region still thinks that no money no vote, this is an opportunity for candidates to make work programs that are realistic and different from other candidates. Candidates must also have strength, known to be friendly and brave, have networks such as Community Organizations (Ormas). So in this post-pandemic era, the first thing to do is form a winning team to help him implement the strategy and find as many supporters as possible. The winning team that has been formed is given an understanding of what strategies will be implemented when the campaign takes place to win the general election. Candidates must be able to convey the work programs that have been prepared, as well as listen to what are the problems being faced by the community at that time, so that later a solution will be found for the problems being faced by the community. It is also referred to as the types of political campaigns i.e. dialogic campaigns and monological campaigns. During the campaign period, candidates must be able to take advantage of the momentum to be better known by the public as candidates who really hear complaints and absorb the aspirations of the people of Kulon Progo Regency. Candidates must also be able to declare that they are able and able to participate and be able to take part to develop the region.

To convey the work program to the community by conducting mass mapping. Mass mapping here is a political communication strategy to be conveyed effectively. Candidates and success teams can divide tasks as mass mapping zones based on age, profession and local culture. The mass mapping consists of the elderly, young people, traders, fishermen, farmers, religious

leaders, community leaders, and others. In approaching the community, the legislative candidate communicates directly with the community to achieve the work program he offered when running for the 2024 Kulon Progo Regency legislative candidate.

The work program must be able to be conveyed by candidates to the public when the campaign takes place. Meanwhile Lilleker & Negrine (in Firmanzah, 2008: 271) defines that a political campaign is the period given by the Election committee to all candidates, both political parties or individuals, to present work programs and influence public opinion by mobilizing the public to vote for them during the voting. During the period allotted by the election committee, the election committee took advantage of the campaign by communicating directly with the public to convey the work programs that had been prepared and to listen to the problems the community was facing. The political campaign to convey the work program to the community was carried out based on the mass mapping that had been made by the Legislative Candidates and the Success Team. It is intended that the information conveyed will be properly conveyed to the public. With the mass mapping that has been arranged in several categories, targeting as the main target is voters from various circles, both young and old, traders and farmers. Because the majority of the population in Kulon Progo Regency are farmers and work as traders.

For farmers by trying to help farmers in irrigating rice fields that experience drought during the dry season and for young people by providing facilities and infrastructure to support their activities. With more interactive and constructive communication, branding can have the potential to build relationships with people who previously had no interest in politics. Identity or characteristics must be able to be built so that it is easily remembered by the public so that it makes it easier for supporters to vote because they have differences from other candidates. Based on the current reality, so that candidates can attract public sympathy, they carry out self -branding or known as personal branding. Where this personal branding is an effort of a candidate to build and instill positive perceptions to gain community support.

The image or image must be different from one candidate to another so that it is easily remembered by the public. So that the main priority of a candidate must do self -branding or personal branding. Where personal branding is a process of forming people's perceptions of aspects that are owned by a person, such as personality, abilities, values, and all of that will lead to positive perceptions from society so that it is used as a marketing tool (Haroen, 2014 in Nafisa (2019: 23).

Basically, personal branding is a way to be known. This is the main task of a legislative candidate and successful team to carry out personal branding to be known by getting to know the public. When doing personal branding , namely because they want to be known, for example as millennials who are populist and the public feels comfortable sharing the problems they are facing with them by wearing non-formal clothing. So that the choice of dress style and color of clothing is able to provide effective electoral support. Furthermore, candidates

and success teams must also approach religious leaders and community leaders, where they are figures who have influence in their area. So that the legislative candidate has the support of a religious leader from one of the villages and community leaders in his electoral district, so that people who hear the candidate's name are also increasingly curious and find out about this figure. As previously discussed, the culture of the people of Kulon Progo is still strong, so it is not surprising that the influence of religious leaders and community leaders is used as their reference in making political choices.

The approach taken by the candidates for religious and community leaders is very meaningful and useful in political contestation. According to Nursal (in Firmanzah, 2008:217), the pass marketing approach is an approach through a person or a group that influences voter opinion. Having influential parties will be able to forward political messages from candidates or political parties to influence public opinion, beliefs and thoughts. Judging from the explanation above, legislative candidates must also be able to carry out political campaigns using the media.

Offensive strategy that needs to be carried out by candidates is by offering a more realistic work program. Then by proving the results of the work done by the candidates in defending the community by showing their performance on social media managed by the candidates. This is also included in the offensive strategy. It was conveyed to the community when conducting a mass approach, so that the community could consider what kind of candidate they would choose, with a good form of offering for voters.

Defensive strategy is divided into two, namely the strategy to defend the market and the strategy to release or surrender the market. The strategy of maintaining the market is a strategy in which a political party or a candidate retains voters. A political party or a legislative candidate is still trying to strengthen the understanding of the voters who previously voted for them, meaning that a candidate will foster society by giving directions to the public to keep voting for them. With the aim to win the competition.

CONCLUSIONS AND RECOMMENDATIONS
Conclusions

Based on the results of research on "Winning Strategies for Legislative Candidates in the post-pandemic 2024 elections for Kulon Progo Regency" it can be concluded as follows.

1. The strategy for winning candidates must be successfully implemented, starting with the formation of a successful team, formulation of work programs, mapping the masses so that the implementation of winning strategies is more effective, branding and positioning , political marketing strategies using pull marketing, pass marketing , push marketing and political products, communication politics, political campaigns using SWOT analysis, as well as approaches to farmers, community leaders and religious leaders.

2. Factors that support the implementation of the legislative candidate winning strategy must be able to enter the field and be able to absorb community

aspirations so that they are easily recognized by the community and have a solid team and support from community leaders in Kulon Progo Regency can be in the form of material or mass.

Suggestion

Based on the conclusions above, the author provides suggestions for the elected legislative candidates to be able to carry out all of their programs during the previous campaign   and things that can bring people welfare in Kulon Progo Regency and be able to build regeneration from the RT, RW, Padukuhan and Kelurahan levels must be able to spread well. Door to door or door to door politics is still the most ideal and accurate strategy in the post-pandemic period of Covid 19, considering that Covid 19 has been going on for 3 years and has thrown the people's economy into a tailspin.

FURTHER STUDY

Hopefully the next research will be better.

ACKNOWLEDGMENT

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