



Original Article

Strategy for Winning Legislative Members of the House of Representatives in the 2024 Elections: A Case Study of Winning Legislative Members in Constituency I of Aimas District, Sorong Regency, West Papua Province

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Abstract:

In the contest and political struggle for a political position, strategy plays a decisive role. This research aims to 1) identify the winning strategies of legislative members. 2) determine the differences in winning strategies between incumbents and newcomers. 3) analyze the factors that contribute to winning and successfully qualifying in Electoral District I of Aimas District to become a member of the Sorong Regency Regional Representative Council in the province of South West Papua. Without a solid strategic plan, victory may not be achieved. Political strategy is essential and must be possessed by every participant in the political contest in order to win the election. The research uses a descriptive qualitative method, examining the strategies played by both incumbent legislative members (those re-elected) and new candidates. The incumbent candidate supported by the Indonesian Democratic Party of Struggle (PDI-P) is Nurtina Lakasa, and the incumbent candidate Tarmuji, supported by the National Mandate Party (PAN), so that they can be elected again as legislative members. Similarly, the strategy used by the new entrants, namely Markus Matana supported by the Golkar Party and Lukas Hermawan supported by the National Awakening Party (PKB), successfully passed the election in Electoral District I Aimas to become members of the Regional House of Representatives of Sorong Regency, West Papua Province in the 2024 elections. This political strategy will be examined using the approach proposed by Peter Shroder (2004) regarding strategic planning. The research findings that 1) There are several winning strategies implemented by both incumbents and newcomers, namely organizational strategies, including preparing all the necessities for victory through the formation of success teams, setting campaign targets, choosing campaign messages, and selecting media in each electoral district to support all activities. (2) There are significant differences in winning strategies between incumbent candidates and newcomers. 3) Both incumbent candidates and newcomers engage in personal branding in an effort to garner votes in the legislative elections in Electoral District I, Aimas District, Sorong Regency, Southwest Papua Province in the 2024 legislative elections. Researchers use the self-concept theory to analyze the personal branding of each candidate who successfully passed through observation of campaign props. The self-concept theory is related to personal branding because it explains the self-assessment that is psychological, social, and physical regarding appearance, behavior, feelings, attitudes, abilities, and resources possessed by the candidates. There are 5 external factors that are general and 3 internal factors that play a role in the personal branding of each candidate, both incumbent candidates and newcomers.

Keywords: Winning strategy, Personal branding, Incumbent and Newcomer



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Introduction

General elections are an important instrument to determine the people to elect their leaders. The law has explained the function of the Election, namely the election of members of the House of Representatives, Provincial Legislative Assemblies and Regency/City Legislative Councils. The 2024 General Election with an open proportional system causes fierce competition among legislative candidates (candidates) in one constituency (dapil). This competition resulted in the candidates competing with each other's strategies, tactics, and winning methods. Political strategy is strategy. Political strategy is a strategy used to realize political ideals. Without a strategy, power that is the main goal of politics will never be realized. The consolidation of political parties is the main capital of candidates in gaining votes in their respective constituencies, both incumbent and newcomer candidates. The close and solid consolidation of these supporting political parties is the key to the victory of the candidates.

The election of legislative members is also a public medium to channel their voting rights to choose the best candidates according to the expectations of the community. Every legislative candidate must have a goal of winning the election that follows. To win the competition or competition, all candidates must have a strategy used to win. Campaign strategy is important in winning an election. The General Election of the Regional People's Representative Council (DPRD) or the Regency/City level Legislative Election is in Sorong Regency in 2024, where the Sorong Regency KPUD has announced the List of Permanent Candidates (DCT) for Members of the Sorong Regency DPRD for 25 (twenty-five) people from political parties, namely Golkar, Pdi Perjuangan, Nasdem, Democrats, PKS, Gerindra, PAN, Gelora, Perindo, PKB, Hanura

Constituency I includes Aimas District (8 seats). Constituency II includes Makbon, Klamono, Sayosa, Maudus, Klayili, Klaso, Sorong, Wemak, Sunook, Saengkeduk, Malabotom, Klasafet, East Sayosa (4 seats). Constituency III includes Beraur, Seget, Segun District (4 seats) Constituency IV includes Mariat, Mayamuk, Salawati, Moisigin (9 seats). Legislative candidates spread across four selected areas who qualified to become aggota Members of the Sorong Regency DPRD as many as 25 seats. (KPU Kabupaten Sorong-2024). The Regional People's Representative Council (DPRD) is a political organization in the region that is obtained through political battles to gain legitimacy as a representation of the aspirations of the regional people. authority. Efforts and political strategies to achieve this power are the means to realize it. In the context of the political battle to gain power, one must have political power with strategic planning. This victory will be achieved if the community considers that someone has the political power to realize the needs and desires of the community.

In Sorong district, the legislative election event is filled by many incumbents, either from the same party as the previous one or with a new party. The strategy of legislative candidates, especially incumbent candidates, to win significant votes is important to be studied further. The political strategies used by incumbent candidates and prospective newcomers can be linked to various existing theories, namely offensive strategies (increase the number of votes) which consists of strategies used in politicians in general such as approaching the public. Defensive strategies (strategies used to defend their votes), ([Putriwani, B, 2021](#)). In Sorong Regency, in the 2019-2024 Legislative Election, 25 people were elected, including 15 incumbents, and 10 newcomers were elected. Based on these data and exposure, this study is about analyzing the Strategy of Incumbent and prospective newcomers in the Victory of the 2024 Legislative Election in Sorong Regency, especially in Constituency I (Dapil I) of Aimas District, Sorong Regency, Southwest Papua Province Based on the above background explanation, the author wants to examine the winning strategies of several candidates who have won the contest in the 2024 election that has just ended, especially in constituency I of Aimas District, Sorong Regency, Southwest Papua Province. In addition, the contextual factors that support the victory of the candidates will also be discussed

Methods

The method used in this study is a qualitative method. According to Creswell in Noor (2011: 34), states that qualitative research is a complex picture, examining words, detailed reports from the informant's point of view, and conducting studies on the situation experienced. Qualitative research is a research study that is descriptive in nature and tends to use analysis with an inductive approach

Spradley ([in Sugiyono, 2016: 209](#)) states that objects are a single domain or several related domains of the social situation. The determination of objects is based on the level of novelty of the information to be obtained from the field. The novelty of information can be in the form of an effort to understand more broadly and deeply the social situation to be researched, especially regarding the winning strategies used by the candidates in winning the legislative election in Dapil I of Aimas District, Sorong Regency, Southwest Papua Province in the 2024 Legislative Election. 54

Results

Determining strategy in a political campaign is a crucial step that requires careful handling, because if the strategy is determined incorrectly or incorrectly, the results obtained can be fatal, especially losses in terms of time, material and energy. The ultimate goal in the campaign to elect the head of state is to bring candidates for heads of state supported by their political campaign team to occupy the position of head of state which is contested through a mechanism of direct election by the people. In contesting the legislative election to seize the available seats, a mature strategy plays a very important role. Without strategic planning, it is impossible to achieve victory. Winning strategies must be owned by every participant in political competitions, both incumbent candidates and prospective newcomers. The winning strategy used by the elected legislative incumbent members, namely Nurtina Lakasa who was promoted by the Indonesian Democratic Party of Struggle (PDIP) and Tarmuji who was carried by the National Mandate Party so that they could be elected as legislative members. The same is the case for newcomer Markus Matana who is carried by the Golkar Party

The approach put forward by Peter Shroder (2004) is that organizational strategic planning. The results of the study describe the winning strategy (organizational strategy planning) carried out by incumbents and newcomers, namely preparing the winning team, determining campaign targets, choosing campaign messages and selecting media to compile or form a winning team in each respective constituency.

In addition to organizational strategies, this study also uses personal branding strategies to win elections. This research aims to dedefine the personal branding strategies of legislative candidates, both incumbents and newcomers in the 2024 elections. The elected members are Nurtina Lakasa who is supported by the Indonesian Democratic Party of Struggle (PDIP) and Tarmuji who is supported by the National Mandate Party (incumbent) who was elected as legislative members. The same is the case for newcomers Markus Matana who is supported by the Golkar Party and Lukas Hermawan who is supported by the National Awakening Party (PKB) elected as members of the Sorong Regency DPRD, West Papua Province for the 2024-2029 period. According to Clausewitz ([Arifin, 2003:161](#)), strategy is the knowledge of the use of battle to win wars. Meanwhile, according to Beauffre ([Nimmo, 2005:123](#)), political strategy is an art that uses all power to achieve all the goals set by politics. In the context of this research, the author wants to know the strategies used by the elected legislative members of the 1st constituency of Aimas district in the legislative elections in April 2024.

Table 1. Summary of the differences in winning strategies between Incumbent and Newcomer Members of the DPRK Dapil I Aimas, Sorong Regency, West Papua Province

Strategi Pemenangan	Incumbent	Pendatang Baru
Campaign Team	Performance evaluation for one term (during office)	Confident in a great commitment on the basis of association while domiciled in Dapil I together with the community
Target Kampanye	Win as many votes as possible and convey programs that have not been implemented so that they can be continued	65% of the voting community has been silaturahmi
Campaigne Message	Free and confidential or the principle of direct, public, free, secret, honest and fair electionsr	Let's get to know each other and convince each other that when we are elected, we will carry out our duties with full responsibility
Media Social	-	Through the media of the handphone era by making a full name post as well as the existing community status

That the strategy of incumbents and newcomers in winning the Legislative Election is intimate communication with the community, not only at the time of the election but long before the election will start, in addition to communication between the incumbent and prospective newcomers also has a familial approach which can all be divided into three approaches. First, gathering voter loyalty so that legislative candidates have permanent voters in each election. Second, establish harmonious communication with community organizations (certain populist groups) to provide support and assistance. Third, for incumbents who are still sitting in parliament, strengthen community-oriented policies.

The three personal branding strategies are image, rational attribution and emotional attribution. In the formation of this image, there are three important things that are considered, namely the general picture of the persona, uniqueness and authenticity. The formation of their image has been carried out since the beginning. This image continues to be confirmed in the legislative elections so that a good image emerges. Leadership is an important element of rational attributes, especially related to the type of democratic leadership, absorbing the aspirations of the community and using a mutual cooperation approach. Then emphasizing that abilities or skills are also important, especially in policy, development and educational background. Policies and development that are implemented according to promises shape the credibility of political actors. This needs to be done consistently to continue to encourage policies and development in constituencies to form personal branding

Conclusion

Contestation in legislative elections is very competitive considering that all

candidates make various efforts to be elected, Contestation means that among the candidates there is competition both within the party and with candidates from different parties or incumbent candidates and newcomer candidates because they are faced with the same voter votes in each constituency. In facing the 2024 legislative election in Sorong Regency, West Papua, both incumbent and newcomer candidates use political communication strategies with a cultural approach to the community followed by mapping the area and then providing political messages that advocate and enlighten the community by not doing money politics. The practice of personal branding is also used in the context of politics as one of the strategies for winning. Personal branding in the context of politics is crucial with direct democracy. Direct democracy makes every Indonesian citizen able to directly elect political leader candidates both at the national and local levels. Personal branding strategy for legislative candidates in the 2024 election with a case study of winning legislative members in constituency I of Aimas District, Sorong Regency, West Papua Province. The elected Legislative Members consist of 2 Incumbents and 2 newcomers who managed to qualify as a member of the Sorong Regency DPRD, West Papua Province for the 2024-2029 period. That the victory of the four legislative candidates in the 2024 election is due to the strategy used and the development of self-image through adequate personal branding.

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