FORMATION OF POLITICAL PARTY IMAGES IN URBAN VILLAGE COMMUNITIES AS A STRATEGY AHEAD OF THE 2024 GENERAL ELECTIONS

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ABSTRACT

The 2024 presidential election is the subject of much coverage in the mass media. Issues related to the leaders running for office have been found in many media today. There are many opportunities and challenges faced by various political parties ahead of the 2024 presidential election. See a competition so fierce, political parties form a political image to attract the general public to support one of the existing parties. It was found that several political parties were also present directly to village communities in urban areas to find out what problems the community was facing. The purpose of this research is to see how political image is present in the life of urban village communities as part of the strategy ahead of the 2024 general elections. This study uses qualitative research methods with supporting data obtained from interviews and literature studies from news, journals, websites, and others. The results of this study indicate that the political imagery carried out by several parties in urban village communities is to accommodate various kinds of aspirations and complaints of the community related to conditions, the economy, development, and others. The formation of this political image can attract attention, especially in urban village communities to choose a suitable candidate. Political image is present as a form of strategy from political parties towards the 2024 general elections.

Keywords: Political Image, Urban Village, Election

ABSTRAK

Pemilihan presiden tahun 2024 menjadi pemberitaan yang banyak diangkat di media massa. Isu-isu terkait pasangan pemimpin yang akan mencalonkan diri telah ramai di berbagai media. Banyak peluang dan juga tantangan yang dihadapi oleh berbagai partai politik jelang pemilihan umum presiden tahun 2024. Melihat persaingan yang begitu ketat, partai politik membentuk citra politik guna menarik masyarakat umum untuk mendukung salah satu partai tersebut. Banyak ditemukan beberapa partai politik turut hadir langsung pada masyarakat kampung yang berada di area perkotaan untuk mengetahui permasalahan-permasalahan apa yang dihadapi oleh masyarakat. Tujuan dari penelitian ini adalah untuk melihat bagaimana citra politik hadir dalam kehidupan masyarakat kampung perkotaan sebagai bagian dari strategi jelang pemilihan umum 2024. Penelitian ini menggunakan metode penelitian kualitatif dengan melakukan observasi secara langsung dengan melihat

lingkungan sekitar dan data pendukung yang didapatkan dari artikel jurnal, buku, serta berita yang ada di media sosial. Data yang didapatkan tersebut kemudian dianalisis sebagai bentuk hasil dari penelitian ini. Hasil penelitian menunjukkan bahwa citra politik yang dilakukan oleh beberapa partai pada masyarakat kampung perkotaan adalah untuk menampung berbagai macam aspirasi serta keluhan masyarakat terkait dengan keadaan finansial, perekonomian, pembangunan, dan lain-lain. Pembentukan citra politik tersebut dapat menarik perhatian khususnya pada masyarakat kampung perkotaan untuk memilih calon yang layak. Citra politik hadir sebagai bentuk strategi dari partai politik menuju pemilihan umum tahun 2024.
***Kata kunci:** Citra Politik, Kampung Perkotaan, Pemilu*

A. INTRODUCTION

After the reforms that occurred in 1998, many changes to the political, social and cultural order that existed in Indonesia. This is marked by the existence of parliamentary democracy which has turned into a guided democracy, until now it has become a Pancasila democracy (Areza, Akbar, Ikhsan, & Nasution, 2023). Seeing the rapid development of democracy, there is one thing that is of concern, namely when general elections are held. Political parties are present as an important part in the implementation of state administration and in the implementation of democracy in Indonesia. In general, political parties are organized groups. Where the members of each political party have the same orientation, values, and expectations. Political parties have a goal, namely to gain power and political position through the constitution. In the country of Indonesia, political parties have budgetary assistance from the state which is intended to be able to carry out the functions of the existence of political parties properly.

In the process of succeeding the partner they promote, political parties have a plan that is in accordance with the agenda of the general election in Indonesia. As the general election approaches, all political parties will compete to introduce candidate pairs to the public so they can become the choice of the Indonesian people (Kustiawan, Adityaa, Chairozi, & Marpaung, 2022). In addition, political parties will carry out the campaign process as a form of introducing candidate pairs to the public as well as voicing their vision and mission. The vision and mission that was introduced is a form of promise to the public, if the proposed pair of candidates is elected as state leader. The process of identifying candidate pairs from each party is a form of political image. The formation of this political image can be done anywhere and through any media. It is often found that the image formation of political parties is carried out on social media. The aim is to get mass and supporters to participate in voicing the candidate pair of each political party that is preferred.

Apart from going through social media, the process of campaigning and voicing this is also carried out directly by the political party candidate. Candidate from each political party will visit several selected locations to see the condition of the area firsthand. Usually, candidate from political parties focus more on the general problems experienced by the local community, including problems related to finances, especially since Indonesia has just experienced the Covid-19 pandemic and has affected people's income. Apart from that, other problems such as repairing road infrastructure in the village, providing financial assistance to Micro, Small and Medium Enterprises (UMKM) actors, and other problems. Through these political parties, people can also express the needs and interests of each of them, and to determine the aspirations of the community. This is one of the functions of political parties, namely to maintain government that takes place through political communication (Zunaria & Ruliana, 2022). Political communication is done to get participation from the community. It is hoped that political parties can become a bridge or intermediary for the community in conveying their aspirations.

Candidate from each political party running for office must have a strategy to get the most votes. A political party can be said to be successful if the nominated is able to get the most votes when the general election takes place. As for the opinion according to Schedler in Al-Hamdi, R that to get this success, a participant must know and study the market (Al-Hamdi, 2021). This is in accordance with what is done by candidate pairs from each political party to form a political image in front of the general public in order to gain voting support. The campaign carried out by each political party, especially in urban village communities, is a fairly effective strategy. This is related to the fact that people in urban village areas generally have low education, so this is an opportunity for political parties to become targets for ongoing campaigns (Rusfiana & Nurdin, 2017). Therefore many political parties target people in urban village areas to gain support. In this way, it is hoped that political parties will be able to solve the problems faced by people in the urban village area.

As was done by several political parties to get vote support ahead of the 2024 elections in the city of Surabaya. The city of Surabaya is a city located in the province of East Java, where this province is often used as a reference in national political processes. East Java is also referred to as a national political barometer (Chalik, 2017). Seeing these conditions, many political parties use the province of East Java as a target in the ongoing campaign process. As described in the community in the city of Surabaya, especially in the Babatan Village. The people of Babatan village have the characteristics of a heterogeneous society, but most of the people have low incomes. What's more, the people of Babatan village are experiencing financial difficulties as a result of being affected by the Covid-19 pandemic several years ago. The infrastructure and facilities provided are also inadequate and clean. This is an opportunity for political parties to take advantage of this condition by forming a good image in front of the community, especially in urban village communities in the Kampung Babatan area of Surabaya. Several parties have attended and helped the people of Kampung Babatan to solve existing problems. Therefore this research was made

to see the formation of political image in urban village communities, especially in the Kampung Babatan area of Surabaya City, as a form of strategy ahead of the 2024 general elections. The focus of this research is on the formation of the image of political parties, participation from the community Kampung Babatan is in the process of democracy, and the perspectives and responses of the people around Kampung Babatan are related to the presence of political parties as a forum for the aspirations of the people. This is expected to be able to provide solutions related to the problems experienced by the people of Kampung Babatan, Surabaya City. In addition, political parties can also get a lot of support or votes from the surrounding community when the general election process takes place in the future.

B. RESEARCH METHOD

The method used in this research is a qualitative research type through a case study approach. The purpose of using this qualitative research is to be able to find out the symptoms, facts and reality of the phenomena studied from the perspective of the community or the actions taken. This type of qualitative research is research that focuses on the state of natural objects or researchers as the main tool, the results of qualitative research are more focused on the findings of the phenomenon being studied rather than general generalizations. The case study approach is a study in which a researcher looks for events that occur at a particular activity or time by observing data or information in a structured and in-depth manner.

The research is located in Kampung Kelurahan Babatan, Wiyung District, Surabaya City, East Java Province. Informants in this study through the people who live in the area by looking at their participation in political participation according to this research. The focus of this research is on the formation of political image carried out by several political parties in the local community, especially in communities around urban villages in the Kampung Babatan area ahead of the 2024 elections. Then how can the community be democratic and convey their various aspirations through intermediaries of these political parties. Data collection techniques in this study through primary data and secondary data. Primary data obtained through direct observation of the local environment. In secondary data obtained through literature studies using books, journals and scientific articles as references. Next, the researcher began to match the observed data with the results of the interviews so that the results in this study matched the reality of the field and achieved data validity. This study uses data analysis techniques consisting of data reduction, data presentation, and drawing conclusions.

C. RESULTS AND DISCUSSION
Formation of the Image of Political Parties as a Strategy for the 2024 General Election

Based on the opinion expressed by Roesandy, political image is a person's beliefs, ideas, and views or impressions of a particular object (Ruslan, 2010). This image formation

is also carried out by candidate pairs from each political party, thus forming the self-image of each candidate. Self-image is generally defined as the identity of an individual that is introduced to everyone or to the universe (Efendi & Eky, 2012). The formation of this image can be done by someone using various ways. One way that is done by political parties before participating in general elections is to form a positive image in front of the public. A candidate from a political party must have an attractive appearance. One example is the image formation carried out by Mrs. Risma, who was then the mayor of Surabaya. What Mrs. Risma did was to beautify the city of Surabaya by making parks in every city and she also often goes directly to the field when the people of Surabaya experience a problem (Sahab, 2017). From this it shows that the purpose of the formation of this political image is to form a positive image and attract public attention to pay more attention to the candidate. Image formation carried out by individuals can also be done directly or indirectly.

In this increasingly advanced contemporary era, the formation of self-image can also be done through social media. The way people use social media has increased. So it can be concluded that the use of social media, especially the internet, also influences and changes public relations in interacting with the general public (Khamdi, 2020). This is also used by candidate pairs from each political party to gain support by forming their own image on social media. It is often found through social media platforms, that several candidate pairs carry out 'blusukan' or go directly to see the condition of the people in the selected area. Even though they campaigned directly, this was also published on social media or on the personal accounts of each pair of candidates. So that other people can see the image formed by each pair of candidates from each political party.

It is important for political parties to form a positive image in front of the general public. Every political party will compete and compete in creating a good image with the aim of attracting the attention of the public (Watoni & Puspitarini, 2022). In forming a political image, parties must position themselves in the same position as society. In order for the community to provide support and voting rights to political parties because the community will feel that the party continues to be with the community, and is able to become an intermediary from the community to the government. Furthermore, political parties will also carry out strategies whose ultimate goal is to win. In this process, political parties need a communication strategy in the process of campaigning for their candidates. According to Cangara, there are four types of strategies in the political campaign process, including establishing a communicator as the main actor in determining strategies for communicating with the general public, setting targets or goals, composing messages in the campaign process to be carried out, and choosing several media to support the campaign process (Cangara, 2012). This is in accordance with the current condition of political parties in Indonesia where party candidates become communicators between themselves and the community. In addition, they will also determine their target or goals

in the campaign process. It is also often found that parties promote themselves through digital media such as television, social media, and other digital media.

Based on the reality that occurs in society, all political parties must have their own strategy. As is the case with presidential candidates who have recently been in the public spotlight, such as Mr. Ganjar Pranowo, who is intensively conducting political tours in East Java. He is a presidential candidate promoted by the Indonesian Democratic Party of Struggle (PDIP). Recently, on May 6 2023, Ganjar Pranowo went on a political safari to Surabaya and was enthusiastically welcomed by the people of the city of Surabaya. This can also be seen in Ganjar Pranowo's personal account through his social media where he posted a video of the visit (Nariswari, 2023). In response to this, the method used by Mr. Ganjar Pranowo in shaping his political image ahead of the 2024 general elections is by conducting campaigns in various areas that are his targets. Apart from that, he also took advantage of digital media by posting various videos of his visits on his personal account in order to get sympathy from the Indonesian people.

The Role and Participation of the Kampung Babatan Community Ahead of the 2024 General Election

Based on the opinion of Tohirin (2007: 78), the role is the whole of the behavior possessed by a person when carrying out a given task. The existence of a role is able to determine what a person will do, as well as what opportunities are given to the surrounding community. Role is the most important part because it is able to regulate a person's behavior in the social process, based on the norms and rules that apply around him (Manopo, Rondonuwu, & Posumah, 2022). In the process of his life, humans have various roles, and the roles assigned may one day change as well. This can happen because everyone is in a community group and is a member of it. Therefore a person will have various roles.

Next is the political participation carried out by the community. Where political participation is a form of activity carried out by individuals and groups to take part in the process of political life. The trick is to participate in selecting the country's leaders either directly or indirectly. The forms of this political participation include participating in voting, participating in discussions about existing politics in the country, participating in campaign activities when general elections are taking place, and others (Handoyo, 2008). So that political participation needs to be applied to the general public so that all know about politics in their country. The role and also participation in politics must be known and implemented by all people, because it is part of the democratic process in Indonesia. With the role and participation of the people, Indonesia will become a prosperous and prosperous country. It is society that determines who the leaders will be in the future. So it is necessary to have a good understanding in society. The purpose of doing this is so that people understand politics in Indonesia and do not waste their right to vote.

In line with the role and participation of the community around urban villages in the Surabaya area, especially in the Babatan village, it is running optimally. Based on the observations made, the community is active in participating in the campaign process from several existing political parties. Based on the location of the Babatan village area which is included in the urban village area where generally the people are in the lower middle class economy (Akbar T, 2015). However, the Babatan village community fully participated in the general election process, as in the previous general election. Political education in society is interpreted as an effort to increase people's political knowledge so that they participate optimally (Rusfiana & Nurdin, 2017). The people of Babatan village received it well and collaborated with several parties to create a much better village in the future. The form of participation of the Babatan village community ahead of the 2024 general election is to see which pair of candidates has the best potential and according to the community. Because each community has the right to vote and also different choices. Even though they have differences in support for political parties, harmony is still maintained between one another. This shows that the people of Kampung Babatan follow the political process in Indonesia in a healthy manner. In addition, the community is also active in helping to prepare other needs when the general election process will take place. This can be seen from the holding of the previous general election.

The views of the people of Kampung Babatan on political imagery that are part of the strategy ahead of the 2024 elections

As it is known that political imagery is carried out by all political parties to attract the attention of the public to provide voting support during the general election process. This method is part of the strategy carried out by each political party to get the most votes, and become the winner. Therefore it is necessary to have a good approach to the community that is the target or target. Then political parties will do various ways to attract people's attention. One way to do this is by outreach to the community. The purpose of the socialization is to accommodate various kinds of aspirations from the community, and will be processed and realized in stages by them. From this political socialization, political parties try to instill the ideology of each party in society. The socialization process is carried out formally and informally, and in an unintentional way, namely through social relations in everyday life (Atmoko, 2022).

Responses from the people in the Babatan village, Surabaya City, regarding self-image in candidate pairs from each political party, as well as the image of the political party itself, is a common thing to do when general elections are about to start. The momentum ahead of the general election taking place in the Babatan village, Surabaya City, was marked by the involvement of several political parties who attended and saw firsthand the conditions of the people in the Babatan village, Surabaya City. This is done by political parties so that they can become winners. Various kinds of promises that were made during the campaign took place in the Babatan village, Surabaya City, which became something

that could bind the community. The political parties offer the community starting with affirming the ideology used, making offers or promises of changes in the area, all based on the interests of the community, and so on. The people of Babatan village accept the process and the running of the campaign, but each person must have their own filter. The aim is so that the public is not propaganda or instigated by money politics and so on during the campaign process. In general, people are happy if the problems around them can be heard by the pairs of prospective leaders. Because in the eyes of the community, they are able to accommodate various aspirations which will later change the order of life of the community for the better.

D. CONCLUSION

The formation of a political image is a way for political parties and candidate pairs that are promoted to get votes from the public. The image formation process is carried out during campaigns, either directly or indirectly. This is the main strategy of political parties in attracting the attention of the general public. This method was also carried out by candidate pairs from several political parties to target people in urban village areas. Because the people in the region are mostly middle to lower income and the infrastructure of the village is inadequate. As was done by several political parties in the Babatan village area of Surabaya City. There are several political parties that campaign directly in the region. This was done to accommodate various aspirations from the community, especially in the Babatan village, Surabaya City. The strategies carried out by several political parties can attract the attention of the local community. The community accepts the campaign well, but there are filters made by each individual. In order not to fall into propaganda and avoid acts of fraud.

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