

# The Implementation of a Strategy for Implementing Political Programs of the PDIP Victory 2019 in Tangerang Indonesia

Dr. A. Rahman H.I, M.Si

Fakultas Ilmu Komunikasi Universitas Mercu Buana

**Abstract:** *This research is entitled the implementation of a strategy for implementing political programs of the PDIP victory 2019 in Tangerang Indonesia. The purpose of this study is to explain and analyze how The Indonesian Democratic Party of Struggle (PDIP) Tangerang implemented a strategy for implementing political programs for the victory of general election 2019. Research methods with a single case study design. The strategies that conducted in the PDIP DPC in order to build trust and loyalty are presented as follows: (1) prepare reliable communicators who are able to convey political communication and messages of the party so it can build trust from the community, especially beginner voters. Communicators should be selected and pass the fit and proper test. The next step is doing training. (2) Work on political communication messages that are in accordance with the conditions of the constituents, especially the beginner voters. The message delivered consists of social messages and ideological messages. (3) Provide space for young generation to be closer to the party and not allergic to the party. The party is not only used as a political space, but is a shared home as a mass media for young people. (4) Choose the media for political communication. Communication media consists of online and offline. Online media consists of websites and social media such as Instagram, Twitter, Facebook, WA Group. Then offline media includes banners that can be accessed by the public in their neighborhood. (5) Do a survey of public perceptions by helping survey institutions from both internal and external. This survey was carried out by an internal Survey institute called REKODE, besides that the party was also assisted by an independent surveyor Polcomm Institute. After the survey, the next step is the survey results are reviewed through the meeting agenda by the DPC and Branch Coordination Meeting.*

**Keywords:** strategy, implementation, campaign & political program

## 1. Introduction

Through the democratic system, the people's voices determine the future of the nation and country. In general elections, it is the people who choose the cadres of political parties to occupy strategic positions in the country. This condition certainly raises the political dynamics that are increasingly competitively among parties. Now parties are increasingly aggressive in getting the hearts of the people. Political parties certainly must design appropriate political communication strategies, so that they can offer their cadres to the people, as well as convey their national political ideas well.

Every democratic process in the Presidential Election will always have efforts to gain public support, especially those who have the right to vote. The introduction of political figures as personal and institutional and or political coalitions will be built along with the introduction of political ideas, to get acceptance in the eyes of the voter public. Through a democratic system, each individual has the same political rights, "one person, one vote", "one weight" depends on the majority of the people who have the right to vote and come to the election by legally choosing the presidential candidate. The presidential candidate pair will fight over the same target, namely the voting community (Rahman, 2018: 1167)

To realize a mature democratic system, high public participation is needed. All citizens who have fulfilled the constitutional requirements as voters must also cast their votes on the general election. In this condition, each individual has the same right to be chosen and elected. Of

course, through this democratic system all citizens without recognizing social strata have the same opportunity and rights in determining the fate of the nation every five years.

Democracy itself comes from the words *demos* and *kratos*. That is, the pattern of governance originating from the people. It could also be that the government (President) was elected by the people representatives. It means, the highest power is in the hands of the people. Democracy is developed to foster people's participation, not someone or group participation. The role of the people (read: public) is more valued because it plays an important role in making decisions in the public interest. The Regional Head, Regent, Governor, and President as head of state in a democratic system must be chosen by the people (Irawan, 2018: 91).

It is undeniable that the enthusiasm and public participation in the election had been proactive, where the voter turnout in Indonesia since the 1999 to 2009 elections had a chance to freeze (see the table of voter participation in Indonesia). However, since the 2014 Legislative Election, the 2014 Presidential Election, up to the 2015 Regional Election, the numbers are still in the range of 70 percent. In the past three years, participation rates have fluctuated: sometimes a little sloping, sometimes also slightly uphill. In the 2015 Election, for example, the average participation rate in 264 regions was 70 percent ([www.republika.co.id](http://www.republika.co.id)).

Voting in elections is a form of political participation. But political participation is not solely measured by voting during elections. Basically there are many forms of political participation such as: sending messages to government officials, participating in protests or demonstrations, becoming members of political parties, becoming members

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of community organizations, running for public office, giving contributions to parties or politicians, to participate in fundraising events (Morissan, 2016: 98).

Political parties in victory the hearts of the people need a mature political communication strategy, as well as determining resources both from within the party and from outside the party as political communicators, spokespersons, advertising models that are seen as capable and have the appeal of the people. In addition, political figures, religious leaders, legal experts, education experts, economists, state detained experts, technology experts, civilians and various experts in their fields even the community does not escape being targeted as political communicators.

Determination and selection of political communication strategies is an important part in encouraging the electability of political parties, so that they can win the hearts of the people. In this condition, various political parties that are ready to fight the 2019 political contestation are increasingly agile in heating the engines of their respective political parties. This is intended to win the hearts of the people, especially the beginner voters in 2019 political contestation. The spread of political volunteers, campaigns on social media, and the recruitment of artists have not escaped being the cornerstones of several political parties. Not surprisingly, now the competition climate faces 2019 general election increasingly felt.

Political parties must work hard to run party machinery, so that political parties can be prepared to face political contestation in 2019, especially to win the votes of the people. Political parties must continue to increase public trust in their parties. Certainly if studied further, basically the accuracy of the selection of a marketing political communication strategy in political parties certainly determines the success of the party. Referring to this, it is important for political parties to be able to choose and correct the right political communication strategy.

The Indonesian Democratic Party of Struggle (PDIP) as the winner of the 2014 election certainly faces challenges that are not easy, where the PDIP must defend the victory. As the saying goes, maintaining is even more difficult than maintaining. PDIP certainly does not expect to repeat the failure of several previous party winners. Therefore various political communication strategies were intensively launched.

In the upcoming 2019 Legislative Election (Pileg), the Indonesian Democratic Party of Struggle (PDI) in Tangerang Regency targets 15 seats in the Tangerang Regency Regional Representative Council (DPRD). This was conveyed by the Chairperson of the PDI-P DPC in Tangerang Regency, Irvansyah, when registering the legislative candidates to the Tangerang Regency KPU Office. Currently there are 7 seats in the DPRD. In meeting the target of 15 seats, each electoral district is certain to add at least one seat. For that, said Irvan, in filling out 15 seats in the upcoming 2019 Election, his party maximized them by fulfilling all quota determined by the KPU. Of course, all of legislative candidates has been well selected, and has quality in accordance with what is needed by the community.

In addition, PDIP Kabupaten Tangerang is optimistic that it can win 15 seats in the DPRD in the upcoming legislative elections next year. This was conveyed by Chairperson of the PDIP DPC Tangerang Regency Irvansyah. as many as 70 forms were taken by the legislative candidates, as many as 65 forms had been returned to the local PDIPDPC Office in Tigaraksa District. He said that he planned to submit the form to the PDI-P DPP in Jakarta on May 30, 2018. In the selection of candidates, it was carried out strictly. He also hopes that a cadre will be born who understands people problems, not just for their own interests and groups. Women's representation reaches 30 percent. "There are five cadres who become legislators in the region," he said.

Referring to these targets, this research reveals various strategies for implementing the political message delivery process in the 2019 Election victory campaign by PDIP Tangerang Indonesia Regency. The strategy for delivering campaign messages is vital in this 2019 political contest. Then this research is expected to be able to contribute in the form of knowledge to the study of political communication science, and can provide information and input related to the implementation of the political message delivery process in the election victory campaign, especially in the PDI-P in Tangerang Regency.

## 2. Literature Review

### 2.1 Political Communication

Political communication is a conversation to influence in the life of the state. Political communication can also be an art of designing what is possible (art of possible) and can even be an art of designing that is not possible (art of impossible) (Arifin, 2011: 1). Furthermore Littlejohn (2009: 757) the theory of political communication explains the purpose process in which elected leaders, leaders, media, and citizens use messages to build meaning about political practice. When people use power to support public interests, their messages and interactions are a strategic means of influencing public policy.

Political communication at the practical level presents a politically charged message that is managed by political actors in relation to the activities of power, power, and policies related to political institutions. Political communication is also interpreted as part of how to carry out functions contained in the political system, such as political socialization, political participation, political recruitment, and articulation of interests, aggregation of interests, legislative processes, policy execution, and justice. This is in accordance with Gabriel Almond's opinion, that political communication is a function that always exists in every political system. In other words, the political system will not work as it should without the functionalization of political communication (La Nora, 2014: 46).

Political communication aims to form and foster images and Public Opinion, encourage political participation, win elections, and influence state political policies or public policies. In detail, Anwar Arifin (2011) describes it as follows: 1) Political Image. One of the objectives of political communication is to form a good political image for the

public. The political image is formed based on information received, both directly and through political media, including social media and mass media that work to convey the general and actual political messages, 2) Public Opinion. As one of the purposes of political communication, it is actually the effect of political communication, namely public opinion. Public opinion can be interpreted as: a) Public Opinion is opinions, attitudes, feelings, predictions, establishment and average expectations of individual groups in society, about something related to public interests or social problems. b) Public Opinion is the result of interaction, discussion or social assessment between individuals based on a conscious and rational exchange of thoughts expressed both oral and written. c) The issue or problem discussed is the results of what is reported by the mass media (both print and electronic media). d) Public Opinion can only develop in countries that embrace democracy, 3) Participation of Politics and Political Policy. Nimmo states that political participants are "members of the audience" who are not indifferent, but active, not only pay attention to the political message of political communicators or politicians, but also respond and engage in dialogue with those politicians.

General Elections. One of the most important goals of political communication is to win elections (general elections). The success or failure of effective political communication is measured by the number of votes obtained through clean, free, direct and confidential elections. In that case there is no systematic intimidation or money politics, both individual and mass. General election activities that are directly related to political communication are campaigns and voting. The general election campaign is an attempt to influence the people in a persuasive (not coercive) manner by carrying out activities: rhetoric, public relations, political marketing, mass communication, lobbying and political action. Although agitation and propaganda in democracies are strongly criticized, in political campaigns, many agitation techniques and propaganda techniques are also used by candidates or politicians as political communicators (Arifin, 2011: 178-216).

According to Nimmo in Cangara (2009), political communication as a body of knowledge has elements consisting of: 1) Political Communicators. All parties involved in the process of delivering messages. These parties can take the form of individuals, groups, organizations, institutions or governments, 2) Political Messages. Political messages are statements that are either written or not, in symbolic or verbal form that contain political elements such as political speeches, laws, etc., 3) Political Channels or Media. In the current development, mass media is considered as the most appropriate channel to carry out the process of political communication, and 4) Recipients of Political Messages. All levels of society are expected to respond to the message of political communication. For example by voting in general elections, 5) Effects or Influences. Effects are a measure of how far political messages can be received and understood (La Nora, 2014: 50-51).

## 2.2 Political Participation of Voters

To realize a mature democratic system, high public participation is needed. But the level of participation of the younger generation in politics is often a matter of debate. The young generation is often seen as a group of people who are least concerned with political issues, which often experience a breakup with their communities, who are not interested in political processes and political issues, which have a low level of trust in politicians and are cynical about various political and government institutions (Haste & Hogan, 2006). This view is often justified by data that shows that young people who join political parties are relatively few, and they tend to choose to be non-voters in elections (EACEA, 2012). The role of the younger generation in political events is very important to the growth of a good democratic system.

Political participation according to Herbert McCloky is the voluntary activities of the citizens of the community through which they take part in the process of selecting the ruler, and directly or indirectly in the process of forming public policies. These activities include political actions such as voting in elections, attending campaigns, lobbying politicians or the government (Purboningsih, 2015: 108). Verba et al. (1995: 38) which states that: "By political participation we simply refer to activity that has the effect of influencing government action - either directly by influencing the selection of people who make those policies." From this explanation, it can be interpreted that what is meant by political participation includes activities to influence government actions, either directly or indirectly.

Participation is an important part of democracy, where Huntington & Nelson (1976: 3) put forward his views as follows: "By political participation we mean activity by private citizens designed to influence government decision-making." Based on this definition, political participation is interpreted as a private activity of citizens carried out to influence government decisions. Then Dahrendorf (2003) stated "Political participation affords citizens the opportunity to communicate information to government officials about their concerns and preferences and pressure on them to respond." This definition emphasizes that everyone who lives in a democratic country has the right to express their views and attitudes towards everything that happens in the public domain or things related to their interests so that the government is known and then the government responds.

Then the another literature shows that political participation is a variety of activities involving the active role of the community as revealed by Teorell (2007) suggesting a broader typology of political participation from Verb and Nie which includes five dimensions as follows: 1) Electoral Participation namely voting includes voting during general elections, 2) Consumer participation which includes giving donations to charity, boycotting or signing petitions and political consumption, or in other words consumer participation is an act of citizens as political consumers critical, 3) Party activity, namely the act of being an active member or supporter of political parties, doing voluntary work or donating money to political parties, 4) Protest



activity, which includes actions such as participating in demonstration activities, strikes and other demonstration activities, and 5) Contact activity, namely the act of contacting government organizations, politicians or government officials (Arifin, 2011: 235-266).

According to article 1 paragraph (22) of Law No. 10 of 2008, voters are Indonesian citizens who have reached the age of 17 (seventeen) years or more or have been married, then article 19 paragraph (1 and 2) of Law No. 10 of 2008 explain that voters who have the right to vote are Indonesian citizens who are registered by the Election organizers in the voter list and on polling day they are even 17 (seventeen) years or more or have been married. Based on the above understanding, it can be concluded that voters are citizens who are registered by election organizers in accordance with statutory provisions.

### 3. Research Methods

This study uses qualitative methods with a single case study design. Case studies are more desirable to trace contemporary events, if the events in question cannot be manipulated. To develop research questions so that they are sharper and have deeper meaning on the topic in question, the researcher should look at and review various previous similar studies. In this study, things are considered contemporary, namely the implementation of a strategy for implementing a political program in the victory of the PDI-P in Tangerang Regency in the 2019 general election contestation.

Research with qualitative methods with a single case study design according to Yin (2011) must have three rationalizations namely: first, when the case states an important case in testing a well-arranged theory, the two cases present an extreme or unique case and the third is disclosure cases (Yuliawati & Irawan, 2018: 29). The main data sources in qualitative research are words, and actions, the rest are additional data such as documents and others. In this regard, in this section the data types are divided into words and actions, written data sources, photographs and statistics.

The object of the research was PDIP Tangerang Regency, then the resource persons were selected Resource Persons from the DPC Board of PDIP Tangerang Regency, Community Leaders, Beginner Voters, KPUD Members, and Bawaslu Members. The speakers were detailed as follows: Chairperson of DPC Irvansyah Asmat, Secretary of DPC Akmaludin Nugraha, Field of Victory Didin Muhidin, Field of OKK Surdin, Community Leader of Subandi Misbach, Beginner Voter Arif Rohman and Siti Aam Fatriah, Management of KPUD Kab Tangerang Ali Zaenal Abidin, Management Bawaslu Muslik, and the Great Journalist. The location of this research is in the office of the PDIP DPC Tangerang Regency. It located at metropolis town square block GM 6 No. 3 beautiful coconut city Tangerang, Klp. Indah, Kec. Tangerang, Kota Tangerang, Banten 15117.

The process of data collection refers to several stages, namely the process of interviewing, observation and

documentation study. Then the data analysis technique used refers to the opinion of Miles and Huberman which includes three activities together: data reduction namely data that has been classified based on this category is then sorted and if there are those that are not in accordance with the aspects studied, the data is discarded, data presentation i.e. In this process researchers group similar things into categories or groups of one, groups of two, groups of three, and so on, and conclusions (verification) are arranged into a conclusion, where this conclusion is the result of research that can answer research questions previously formulated.

Then data validation uses the source triangulation technique through source triangulation, researchers compare and check back on the degree of trust in information obtained by: (1) comparing observational data with interview data (2) comparing the consistency of the answers of the sources, namely by comparing what the public speakers say for example, with what is said personally (3) comparing a person's perspective, for example in this case that is comparing the opinions of various pre-determined sources (4) comparing the results of interviews with the contents of a document (literature) related to the discussion of interviews.

### 4. Results and Discussion

To achieve victory in 2019 political contestation, political parties, it certainly needs strategic steps when developing a political marketing communication strategy. This strategy greatly determines the success of targets set by political parties. As a victory party, of course the PDIP is considered by the public not to have difficulty victory the political contestation. However, this perception is certainly not exactly right, considering that there is nothing impossible in political contestation.

Understanding these conditions, the DPC of PDIP Tangerang Regency also took part in the success of communicating various party programs to the public, especially beginner voters. The importance of building and strengthening this trust and loyalty, given that there is a change in the lifestyle trend of public behavior, especially beginner voters in obtaining information related to political content, from conventional media to digital media It must be addressed by political parties and cadres in order to transfer information and political message to the public. In this context, political parties need to compete to build trust and loyalty as a modern political party and the present is a mandatory step for politicians and administrators of political parties.

Constituent trust and loyalty are the constituents' ability to trust and believe PDI-P as a Pancasila-based Party as embodied in the Preamble of the 1945 Constitution of the Republic of Indonesia, and having the identity of a Party are Nationality, Population and Social Justice. As well as having the character of mutual cooperation, democracy, independence, unyielding and revolutionary progressives. This trust and loyalty to party identity is expected to be at the highest level, namely in the Top of Mind, which means that when they hear PDIP they will remember that PDIP is attached to Pancasila, UUD 45, fighting for nationality, popularity and Social justice. As well as having the

character of mutual cooperation, democracy, independence, unyielding and revolutionary progressives.

At this stage of the action, the party realizes the various strategies that have been set. Some things continue to be done consistently, such as: firstly, preparing communicators. At this stage the PDIP DPC party in Tangerang establishes the right communicator or campaigner by setting various standards that have been determined by conducting a fit and proper test. The next step is to provide training to campaigners (party communicators), related to how to master any material that is important to be conveyed to the audience (beginner voters), and master how to convey it appropriately. Then the criteria used as standard communicators are 1) Mastering the body and spirit of the party, 2) Loyalist parties, 3) Mastering in political marketing management, 4) Experts in communication both in the direction and in two directions.

Secondly, arranging the message. Before being delivered to the public, the message is prepared in advance. The key message conveyed is smart and independent young people. Then the political message/ issue that is considered strong in building trust and loyalty is building a young voters mindset to be wiser in addressing current political developments, especially those related to news hoaxes and disseminators of hatred on social media. In addition, the issue used by PDIP in order to build trust and loyalty of the voters is limited to the recommendation to stay away from drugs, let's come to polling stations, and some social activities, such as supporting OKP activities in Tangerang Regency. The activity which was attended by party administrators was then published on the news and published in the Facebook, WhatsApp Group, Twitter and Instagram applications. Then the party's ideological message is not escaped to be delivered, namely PDI-P as the Pancasila-based Party as embodied in the Opening of the 1945 Constitution of the Republic of Indonesia, and having the identity of a Party are Nationality, People's Democratic and Social Justice. As well as having the character of mutual cooperation, democratic, independent, unyielding, modern and revolutionary progressives.

Thirdly, make programs or events that involve public participation, especially beginner voters. DPC PDIP Tangerang Regency tries to involve beginner voters in various series of activities, for example with the presence of young Muslim women held a hijab hunt. Thus the young generation feels closer to the party and not allergic to the party. The party is not only used as a political space, but as a shared house, including as a medium of creativity for young people. Thus it is hoped that it can build trust and loyalty towards PDIP as a party that always promotes mutual cooperation, democratic, independent, unyielding, modern and revolutionary progressives.

Fourthly, choosing the media of political communication. The media used in targeting new voters is more dominant in the use of online media, one of which is the website and social media such as Instagram, Twitter, Facebook, WA Group. Apart from using social media, the PDIP Tangerang Regency DPC also uses outdoor media such as banners or banners that can be reached by the public in their

neighborhood. Campaign media is not only a medium for delivering political messages, but can be used as a medium of political education and a means of accommodating public aspirations. Media as a means of political education means the media is used by political parties and legislative candidates and regional heads to be able to provide information and provide explanations regarding programs that will be implemented if elected, but all that is delivered must be in accordance with existing facts and can provide knowledge to the community about the meaning of the program promised. Then the media as a means of accommodating people's aspirations means that the media are expected to be used as a means of communication with their constituents.

Fifthly, conducting a public perception survey. To ensure that the PDIP Regency DPC strategy and campaign program in building and strengthening the constituents' trust and loyalty can be well received or not, the party conducts a public perception survey. This survey was conducted by an internal Survey institution called REKODE, besides that the party was also assisted by an independent surveyor Polcomm Institute. After the survey, the next step is the survey results are reviewed through the mechanism of the evaluation meeting by the DPC/ Branch Coordination Meeting. This survey is one of the many instruments in collecting data and political mapping. Then in a certain moment yes, PDIP uses political consultants

## 5. Conclusion

The implementation of the political marketing communication strategy carried out by the DPC PDIP Tangerang in order to build trust and loyalty includes the following activities: Firstly, preparing reliable communicators, and being able to convey party political communication messages so as to build public trust and loyalty, especially beginner voters. Communicators must be standardized and selected as well as fit and proper tests. The next step is the training process. Secondly compiling a message of political communication that is in accordance with the characteristics of the constituents, especially the voters. The message delivered consists of social messages and ideological messages. Thirdly, organizing events is to provide space for young generation to be closer to the party and not allergic to the party. The party is not only used as a political space, but as a shared house, including as a medium of creativity for young people. Fourthly, choosing the media for political communication. Communication media consists of online and outdoor media. Online media consists of websites and social media such as Instagram, Twitter, Facebook, WA Group. Then outdoor media includes banners or banners that can be reached by the public in their neighborhood. Fifthly, conducting a public perception survey with assistance from both internal and external survey institutions. This survey was conducted by an internal Survey institution called REKODE, besides that the party was also assisted by an independent surveyor Polcomm Institute. After the survey, the next step is the survey results are reviewed through the mechanism of the evaluation meeting by the DPC/ Branch Coordination Meeting.

Referring to the research findings, the research suggested that in determining the party's political communicator in building and strengthening trust and loyalty, the local young figures who are representative should have credibility, and are known and liked by the public. In addition, cadres who are used as communicators should be given social media management training, so that the social media content they have can be used as a party campaign media. Then PDIP Tangerang is advised to increase the program or events involving the participation of first-time voters and provide direct benefits to participants who attend the event. The program should be directed at aspects of the creative economy, sports, and popular culture.

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