



Habiburokhman's Political Communication Network in the 2019 Election

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Abstract

In the 2019 election, the role of the political communication network is very important for every legislative candidate who participates in the contest. In essence, a candidate who has many relationships and is supported by a network strength can certainly make it easier to win the votes of the people. This research aims to find out how Habiburokhman built a political communication network in the 2019 election. In this study, a qualitative approach is used. Meanwhile, the method used is Communication Network Analysis (CNA). The data collection techniques used are interviews and documentation. Analysis on a data is in the form of data reduction, data presentation, and conclusion drawing using UCINET. As for the triangulation test in this study, using source triangulation was carried out to a political communication expert, Gun Gun Heriyanto. The results of the study explain that the success achieved by Habiburokhman in the 2019 election is inseparable from the support and strength of a political communication network that has been built so far. The networks are divided into five groups, namely the political communication network group of the volunteer team, the political communication network group of the success team, the political communication network group of the women's team, the political communication network group of the millennial team, and the political communication network group of the media team. Then Habiburokhman during the 2019 election used a community-based dor to dor kampaign approach.

Keywords: Communication Network, Politics, Elections.

INTRODUCTION

Democracy in Indonesia has experienced rapid development, political activities are so dynamic. This diversity makes various components of society directly involved (Acharya, 2014; Davidson, 2018; Hadiz, 2017; Neher, 2018). The democratic party in the General Election can be carried out in two stages (Lancaster, 2017; Purnomo, 2023; Rannie, 2020; Syafei & Darajati, 2020). First begins with the Election of Presidential and Vice Presidential Candidates, then continues with the Legislative Election. Now the Umu Election regulations have changed to simultaneous elections throughout Indonesia. General elections experience dynamics along with the times, in the era of election reform held in 1999, 2004, 2009, 2014 and 2019 each period has its own

characteristics for the implementation process at the beginning of the election. In a democratic country like Indonesia, elections are an important agenda to be carried out. This is a condition for a country that is committed to democracy, and democracy itself is a system that upholds the voice of the people.

Especially the capital city of Jakarta, including DKI 1 East Jakarta, has produced prospective legislative members who will participate in the fight for as many as 6 (six) seats available in the Legislative Election Parliament in 2019 so that it becomes a very fierce contestation for Indonesian politicians. Data from the East Jakarta KPU stated that the 2019 election was attended by 93 bacalegs consisting of 36 female bacalegs and 57 male bacalegs. Through sharing the representation of the respective political party fractions, among others: National Awakening Party, Greater Indonesia Movement Party, Indonesian Democratic Party of Struggle, Golongan Karya Party, National Democrat Party, Garuda Party, Berkarya Party, Prosperous Justice Party, Indonesian Perstuan Party, United Development Party, Indonesian Solidarity Party, National Mandate Party, People's Conscience Party, Democratic Party, Moon Star Party, Justice and Unity Party of Indonesia. Of the 16 parties, only 4 parties have sent their representatives and qualified as members of the House of Representatives of the Republic of Indonesia for the 2019-2024 Period of the DKI 1 East Jakarta Dapil. Based on the results of the determination of the recapitulation results by the General Election Commission (KPU) of East Jakarta City on April 17, 2019, it was decided that a number of names of politicians and figures who are running for legislative members of the DKI 1 East Jakarta constituency will be declared qualified for the 2019-2024 period, including: Habiburokman with a total of (76.28) votes, Putra Nababan (101,769) votes, Sondang Tiara Debora (36,185 votes), Mardani (155,185) votes, Anis Byarwati (39,935 votes). Hendro Purnomo (104,564 votes). With such a large number of legislative candidates and the limited number of seats contested, competition is inevitable for every candidate, making legislative candidates have to work extra hard if they want to be elected (Carsey & Berry, 2014; Ocampo & Ray, 2020). In the competition not only against the bacaleg from other parties, but also the competition occurs internally within one party, this is where a candidate's political communication network plays a very important role. Habiburokman's success in building a political communication network in the 2019 legislative election in DKI 1 East Jakarta yielded positive results, as well as leading him to qualify for Senayan as an elected member of the House of Representatives of the Republic of Indonesia for the 2019-2024 period with a total of 76.28 percent of the votes.

Table 1. Votes for the elected Bacaleg of the DKI 1 East Jakarta Dapil

NO	NAME	FACTION	DAPIIL	VOICE
1	Habiburokhman	GERINDRA	DKI 1	76.28

2	Nababan's son	PDIP	DKI 1	101,769
3	Sondang Tiar Debora	PDIP	DKI 1	36,185
4	Mardani	MCC	DKI 1	155. 285
5	Anis Byarwati Debora	MCC	DKI 1	39. 935
6	Eko Hendro Purnomo	PAN	DKI 1	104. 564

Source: East Jakarta KPU Website

METHODS

This study uses the Communication Network Analysis (CNA) method with a descriptive qualitative approach as a process to explain and describe the existence of a person or actor who carries out interaction activities in the network structure, as well as to find out how the communication network system formed between actors (Colicchia et al., 2019; Dascalu et al., 2021; McLaren & Bruner, 2022; Sabot et al., 2017; Tettamanzi & Comerio, 2019). In this study, a researcher conducted in-depth interviews with all informants to obtain subjective data related to an informant on the Habiburokhman Political Communication Network in the 2019 Election which was experienced directly by each of the subjects studied. The location of the research activity was carried out in the East Jakarta area, namely Rumah Apirasi Hbiburokhman Gerindra Jl. Utan Kayu Raya NO. 70, Rt/Rw. 08, Utan Kayu Utara, Kec.

Meanwhile, the research began from April 2023 to July 2023. This research aims to obtain data in qualitative form. The data analysis technique is carried out by means of a systematic data compilation process from the results of interviews, field notes and documentation, then a conclusion is made so that it can be easily understood by self-consciousness and many opinions. In the analysis, it consists of several components, namely:

1. Data Reduction

The process of summarizing, choosing the main focus is considered important and looking for themes, data that has been reduced can provide a clear picture, making it easier for researchers to collect the next data, and look for other data if needed.

2. Data Presentation

After reducing a data, the data is collected as information to be presented in qualitative research. The presentation of data can be in the form of a brief description of the text that is narrative in nature supported by the presentation of accurate data so that it is easy to understand.

3. Drawing conclusions

The activity of drawing information is to record the results of the answers from the research based on data analysis. The conclusion can be presented in descriptive form as the object of research guidelines.

RESULTS AND DISCUSSION

Habiburokhman's Political Communication Network in the 2019 Election

In the 2019 election, the victory obtained by a bacaleg was not achieved regardless of the role of a network built in a conservative manner. A good political communication network system will make it easier for a candidate to have support from the community so that it can be ensured that success in winning votes to win the fight in the election will be real. According to Habiburokhman himself, thanks to the support and political communication network that he has formed so far, it is one of the factors in his election as a member of the House of Representatives of the Republic of Indonesia for the 2019-2024 period. Then Habiburokhman also said that it is very important for a bacaleg to have a communication network in each region that aims to build direct interaction with the community. Basically, Habiburokhman's political communication network is a new network formed in 2019. Although previously Habiburokhman had a law-based organization often referred to as "Advocat Cinta Tanah Air" where its function was more about law enforcement in Indonesia, but Berwal from that organization Habiburokhman had many friends until finally officially became one of the best cadres of major parties in Indonesia, namely the Gerindra Party as well as occupying the position of Chairman of the Advocacy Division and Anggota of the Board of Trustees.

Then in the 2019 election, Habiburokhman synergized between the advocacy organization Cinta Tanah Air and the newly formed political communication network to strengthen voice support in the legislative contest. The Habiburokhman political communication network group that is relatively new is the Volunteer Team Network formed directly by Habiburokhman in 2018 because it will fight in the 2019 elections, then the Habiburokhman Success Team, the Party Team, the Women's Team (Emak-emak), the Millennial Team or Young People, and the Media Team. In terms of minin, each team leader acts as a bridge between Habiburokhman and the existing network team aiming for contestation in the 2019 election. For two good collaborations, namely between the new network and advocacy organizations, it can be considered successful in collecting votes in the 2019 elections. It was proven by the election of Habiburokhman as a member of the Legislative Council for the 2019-2024 period with a total of votes (76.28) percent at that time. To gain sympathy from the wider community, especially East Jakarta in the 2019 election, of course, a Habiburokhman really hopes for support from the political communication network that has been formed, in order to help in finding information about the map of the East Jakarta region, because at that time all the bacalegs were competing to win and were again tambha with the presence of political elite candidates who were quite famous to participate.

In the 2019 election, there were no other events used by Habiburokhman other than going down directly after conducting a survey, every Rt/Rw in the East Jakarta area has been visited by going around starting approximately 2 (months). Campaign activities at that time coincided with the presidential election, the vote support obtained by Habiburokhman in the 2019 contest on average came from his supporter Prabowo Karen in East Jakarta, which can be said to be the Mayota of Gerindra's base. Therefore, some people who are classified as Prabowo's supporters will automatically also support Habiburokhman. In addition to the effect of Prabowo and the presidential election, Habiburokhman also sells a program, namely by offering legal consultation for East Jakarta residents for free. Of course, if the contest is in East Jakarta itself, the offer of free legal consultants is very effective in gaining vote support. So that the presence of this free legal consultation is very beneficial for office areas in East Jakarta, because the community needs it more. This Prses has been carried out for a long time with a total of more than 50,000 legal members.

Habiburokhman Political Communication Network Group

Looking at the results of a study conducted by researchers on the Habiburokhman political communication network in the 2019 elections, it was found from several networks, namely:

1. Volunteer Team Network

In the 2019 election, it can be said that the network of this volunteer team has a very important equity in Habiburokhman's victory until he was elected as a Member of Legislatif for the 2019-2024 period. In essence, the volunteer team plays a role in socializing the programs delivered by Habiburokhman, so that each volunteer must have their own network in the community to be used as a team in charge of finding information in the community.

2. Success Team Network

This network of successful teams is also the initial gateway for Habiburokhman in rallying voter support. Aiming to suggest the dissemination of political ideas and work programs entrusted by Habiburokhman to the community. Then this successful team was assigned to each specific location point from the sub-district level, village level, Rt and Rw level to analyze the situation in the field.

3. Party Network

Through the DPD, the East Jakarta Gerindra Party itself also has a victory team called the "victory team", aiming to find out and see how big the chances are for Habiburokhman to win in the 2019 legislative election, especially in East Jakarta. With a special strategy, the party team tries to get closer to the community so that they can open a network in every field coordination consisting of Kelurahan, District, RT, RW. then fought together to win Habiburokhman.

So that this party team targets all levels by seeking as many votes as possible through socialization to bring them to every house or to every mass organization that can be visited. Therefore, the party team also occasionally makes visits to the community, be it NU figures,

Muhammadiyah figures. Because starting from there, he more or less got support for Habiburokhman. Then the party team also involved several of its cadres as TPS supervisors in each region whose goal was to supervise the votes obtained and guard C1 from the results of the votes at the polling stations.

4. The Power Emak-emak Network (Women)

As a women's team, of course, they are also a network to connect with other mothers such as their schoolmates, study groups, social gathering groups, work friends and chat friends. Because it can be seen that for the East Jakarta area, it can be said that many of Habiburokhman's supporters are women. His reflection has more or less influenced Habiburokhman's vote by 70%.

The delivery of political messages carried out by the women's team is quite successful in the community, of course, by convincing mothers that it is time to be active in facing Indonesian political developments. In order for women to get full attention from the government, be it from the rt, rw, sub-district level, village head, legislative, yudikatif, executive, that women's involvement in the current world of politics is very influential. Then the women's team also marketed the figure of the candidate, namely Habiburokhman, to them through several points of existing ideas. By carrying out socialization activities, the information built by word of mouth quickly spreads widely. In addition, the women's team is also active on WhatsApp and Instagram media to seek the sympathy of women to support Habiburokhman's voice in the East Jakarta area. Because nowadays most mothers already have their own chat groups in the media, unlike in the past they often chatted on the terraces of houses, in the yard, and even in stalls. However, as time goes by, mothers begin to have a container to copy greetings such as group healing or Shopee groups.

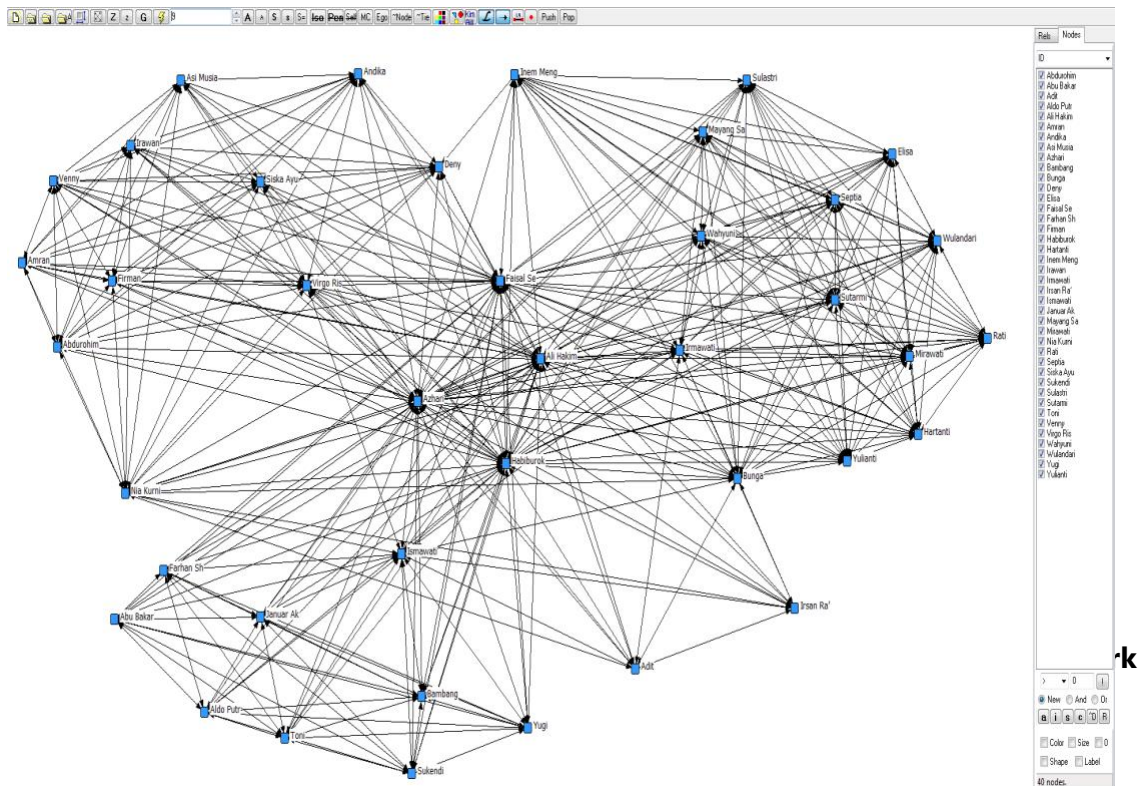
5. Millennial Network (Young People)

In the 2019 election, this millennial team was not just a hitchhiker in the party of democracy at that time, but it is necessary to be well aware that the impact produced by this young generation in collecting votes is quite effective for a candidate. In addition to being active in every activity organized by Habiburokhman, they also socialize young people who often hang out on the street, by communicating directly with them, then inviting them to join the success team in winning Habiburokhman in the 2019 election. With the creativity of these young people, it was then used to attract votes among the community, such as playing drum bands, and hadroh to conduct mobile socialization so that there were many people who saw that there was the involvement of millennial groups in Habiburokhman's politics at that time. With the presence of this millennial network, it is very helpful for Habiburokhman's journey process in the 2019 elections. Because of the new breakthrough, and the resulting strategy to win a contestant is very obvious as well as in gaining the votes of the people in East Jakarta.

6. Media Network

Habiburokhman's Political Communication Network in the 2019 Election

In increasing its existence in the 2019 elections, Habiburokhman does not only rely on the networks of the relevant team and the health team, but in the context the media network also functions as the main guard in attracting public interest to participate as Habiburokhman voters. Through several social media such as Instagram, Facebook, Twitter, Tiktok, Youtube, and also non-electronic media such as billboards, and other suppliers in accordance with the applicable regulations. With many people starting to access social media among the public, Habiburokhman therefore gave the initiative for his supporters to build a network on social media for election purposes as well as see the reaction caused by the public about him. If you look at the responsiveness of the people who like, and the comments on the media platform provided by the Habiburokhman media team can reach 50% of the contribution. This media team is one of the forums to recruit people who have not had time to be touched directly.



Centrality, Degree Centrality, Closeness Centrality, and Betweenness Centrality, with the UCINET application used to analyze the results.

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First publication right:

Journal Transnational Universal Studies (JTUS)

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