

**Political Communication Model of The Gubernatorial Candidate Pair
Andra Soni - Dimiyati Natakusumah in Increasing the Electability
of The Regional Head Election of Banten Province In 2024**

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Abstract – This study aims to analyze the political communication strategy implemented by the candidate pair Andra Soni Dimiyati Natakusumah in increasing electability in the 2024 Banten Province Regional Head Election. Lasswell's communication strategy in Suci 2021 describes a scientific study of the communication process that focuses on various derivatives of each communication element and at the same time is the answer to the question he asked. The five elements of communication are Communicator, Message, Media, Communicator, Effect. Using a qualitative approach, this research focuses on descriptive methods to explore in depth the political communication models carried out by candidate pairs to gain public support. Data collection was conducted through in-depth interviews with the success team, political observers, and the people of Banten, as well as direct observation of campaign activities and analysis of related documents. The focus of the research included the utilization of various communication media, including social media, face-to-face campaigns, and traditional mass media, as well as interpersonal communication approaches taken by candidate pairs in responding to local issues and community needs. The preliminary findings of this research show that the political communication model of candidate pairs mostly uses approaches based on direct engagement with the community, such as visits to villages, public dialogues, and community forums. The utilization of social media, especially platforms such as Instagram and TikTok, and the involvement of national celebrities with more than 1 million followers are also considered important tools in building their image and increasing campaign reach among young voters. In this case, the political communication model applied by the candidate pairs is two-way, where they not only deliver political programs, but also actively listen and respond to the aspirations and complaints of the community. This helps build an emotional connection between candidates and voters, which has implications for increasing electability. In addition, this study found that the use of local cultural symbols and language that is easily understood by the people of Banten became an important element in the political communication strategy. This not only increased voter engagement, but also strengthened the candidate's identity as a leader close to the values of the local community. Thus, this research contributes to the understanding of the role of political communication in regional head elections, as well as providing practical guidance for prospective leaders in designing effective communication strategies. It also provides insights for political academics and practitioners on the dynamics of local politics and the challenges of increasing electability through adaptive and contextual communication.

Keywords: *Electability, Campaign, Political Communication, Model*

1. INTRODUCTION

The Banten 2024 regional election is one of the most eagerly awaited political events and has attracted the attention of the people in Indonesia. With a variety of candidates participating in this election, each candidate pair seeks to gain public support through various campaign strategies. Political campaigns play an important role in increasing the electability of candidate pairs because campaigns are the main way candidate pairs introduce their programs and vision to the public. Effective political campaigns can help candidates attract voters' attention and build a positive image in the eyes of the public. In today's digital era, campaigns are not only carried out in conventional ways such as public meetings or billboards, but also involve digital technology and social media. One of the latest trends in political campaigns is the use of public figures or artists as part of a campaign strategy that has proven effective in attracting the attention of the public, especially the younger generation who are active on social media.

This study aims to analyze the effect of the involvement of public figures or artists in the campaign on the electability of the candidate pair Andra Soni Dimiyati in the Banten 2024 Pilkada.

This research seeks to understand how the involvement of artists in the campaign can influence public perception and increase the attractiveness of candidate pairs in the eyes of voters. In addition, this study also aims to identify whether the involvement of public figures can create an emotional connection between candidate pairs and voters, which ultimately increases the level of community support. Understanding the influence of public figure involvement in political campaigns is important, especially in the context of Banten's regional elections which have complex voter dynamics. The findings from this study can provide new insights into more effective campaign strategies, especially for candidate pairs who want to attract the attention of younger generations who are more responsive to digital content and celebrity involvement. In addition, this research is also expected to contribute to the literature on political communication, especially regarding the impact of celebrity involvement in local campaigns in Indonesia.

2. LITERATURE REVIEW

Political communication models include various theories and approaches that explain how political messages are conveyed, understood and influence people. Some models commonly used in political communication include the Propaganda Model, the Two-Step Flow Communication Model, the Agenda Setting Model, and the Silent Spiral Model. The following is an explanation of each model:

a. Propaganda Model

The propaganda model is one of the oldest political communication models, often used in the context of intensive mass persuasion. It describes political communication as a process in which a sender (e.g. a government or political party) delivers highly structured and controlled messages, aiming to significantly influence the views or behavior of an audience.

b. Two-Step Flow Communication Model

Developed by Paul Lazarsfeld and Elihu Katz in the 1940s, the two-stage communication model focuses on the role of opinion leaders in disseminating political messages.

c. Agenda Setting Model

The Agenda Setting model was proposed by Maxwell McCombs and Donald Shaw in 1972, which states that the media has the power to determine what issues are considered important by the public.

d. Spiral Model of Silence

This model was developed by Elisabeth Noelle-Neumann and explains how the majority opinion in society can influence individuals who hold minority views to remain silent. In political communication, this model is relevant as it explains how individuals who hold different views often feel isolated or fear being ostracized if they express their opinions.

e. Framing Model

The Framing Model refers to how the media or politicians frame certain issues to influence public perception. By framing or emphasizing certain aspects of an issue, the media and politicians can shape the way the public perceives the issue.

f. Usability and Satisfaction Model

The Uses and Gratifications model focuses on the needs and motivations of individuals in using the media. In the context of political communication, this model emphasizes that audiences are not passive, but active in choosing the media and content they use.

g. Network Communication Model

In the digital age, the Network Communication Model is increasingly relevant in political communication. This model describes how political messages are disseminated through horizontal social networks.

Political Campaign

A political campaign is a series of activities carried out by candidate pairs to convey messages and build a positive image in the eyes of voters. According to political communication theory, the involvement of public figures or artists in the campaign can help candidate pairs to more effectively attract public attention. The Two-Step Flow Communication Theory proposed by Lazarsfeld and Katz, for example, explains that political messages conveyed through public figures will be more easily accepted by the public because these figures have strong social influence. (Hepp, 2019). In the context of political campaigns, artists or public figures can be considered opinion leaders who help spread political messages to their followers. In addition, the theory of (Griffin, 2008) Noelle-Neumann's Spiral of Silence theory is also relevant to understand how people tend to follow dominant public views, especially when those views are supported by figures they admire.

Electability

Is the level of popularity or support a candidate has among voters. Factors that influence electability include a positive image of the candidate, a clear work program, and emotional closeness to voters. The involvement of artists in a candidate's campaign can help build a positive image and increase the electability of the candidate by attracting public attention and sympathy. In regional head elections, electability is often an indicator that determines a candidate's chances of being elected. By involving public figures, endorsed candidates can increase their popularity and gain support from the artist's fan base, which in turn increases their electability.

Relevant Case Studies

Previous research has shown that celebrity involvement in political campaigns has a significant impact on voter perceptions. In the United States, celebrity involvement in supporting presidential candidates often attracts media and public attention. In Indonesia, celebrity involvement in presidential election campaigns has also had a considerable impact, especially among young voters who are more responsive to digital content. This research seeks to explore a similar impact in the context of Banten's regional elections, and how the involvement of public figures can increase the electability of candidates at the regional level.

3. RESEARCH METHODOLOGY

This research uses a mixed method approach that combines quantitative and qualitative analysis. Quantitative analysis was conducted through a survey to measure the electability of candidate pairs before and after the involvement of community leaders in the campaign. Meanwhile, the qualitative approach was conducted through in-depth interviews with voters to find out their views on the involvement of community leaders in the campaign.

Data and Data Sources

The data used in this study consisted of primary and secondary data. Primary data was obtained through electability surveys and interviews with respondents, while secondary data came from survey institute reports and online news that contained information about the campaign of candidate pair Andra Soni Dimiyati and the involvement of artists in his campaign.

Data Collection Methods

Data was collected through surveys and in-depth interviews. Surveys were distributed to voters in Banten to measure their perceptions of the involvement of celebrities in candidate pairs' campaigns. Meanwhile, in-depth interviews were conducted to obtain qualitative information about people's views on the effectiveness of campaign strategies involving public figures.

Data Analysis Technique

Quantitative data analysis was conducted using the regression method to see the relationship between the involvement of artists in the campaign and the increase in electability of candidate pairs. Meanwhile, qualitative data analysis was conducted using thematic analysis techniques to identify the main themes of public views on the involvement of public figures in political campaigns.

4. RESULT AND DISCUSSION

The involvement of public figures in political campaigns has become an increasingly popular strategy in recent years. In the digital era, where social media plays a major role in shaping public opinion, the involvement of artists or public figures has significant potential to influence voters' perceptions of candidate pairs. This research shows that the involvement of artists in candidate Andra Dimiyati's campaign plays an important role in increasing his electability, especially among young voters. This discussion will elaborate on the effect of artist involvement on the electability of candidate pairs, comparison with other candidates, the benefits and risks of public figure involvement, and the role of social media in strengthening the image of candidate pairs.

a. Impact of Artists' Involvement on Electability

Analysis of the survey results shows an increase in the electability of candidate Andra Dimiyati after involving artists in his campaign. This increase confirms that the involvement of public figures has the potential to influence public views, especially for young voters who tend to follow the activities of their favorite artists through digital platforms. Artists have their own appeal that can strengthen a candidate's appeal in ways that are difficult to achieve through traditional campaign methods. This is especially relevant in the context of young voters who are more exposed to social media and often actively interact with content involving artists or other public figures.

The involvement of celebrities also has an impact on increasing the number of potential voters who may not have previously been involved in the political process. Voters who were initially apathetic or uninterested in politics may be encouraged to participate and support candidates who have the support of public figures they admire. In Andra Dimiyati's case, the involvement of an influential artist on social media helped increase the candidate's popularity among these new voters. This phenomenon shows that celebrities have a role as social mobilizers who are able to move voters in unique ways.

b. Positive Perception from the Community

The involvement of public figures in the campaign of Andra Dimiyati's candidate pair is also proven to be able to influence the public's positive perception of the candidate pair. Public figures who have a good image in the eyes of the community can help improve the image of the candidate pairs they support. The public often identifies candidate pairs with the public figures who support them, so if the public figure has a positive reputation, it will be reflected in the candidate pair. In Andra Dimiyati's campaign, artists who have a positive influence on social media have succeeded in creating an image that is friendly, caring, and close to the community, which is in line with the values that the candidate pair wants to highlight.

In addition, public figures also have the ability to build emotional closeness with voters, which allows voters to feel closer to the candidate pairs supported by these figures. This emotional closeness is an important factor in voter decision-making, because voters who feel emotionally close to candidates are more likely to provide their support. This also shows that public figures are able to become a bridge that connects candidates with the community on a more personal level.

c. Risk of Engagement of Artists with Controversial Reputations

Although celebrity involvement has positive potential, this study also found that celebrity involvement in campaigns does not always have a beneficial impact if the celebrity has a controversial reputation in the eyes of the public. Public figures with image problems, such as being involved in scandals or having controversial views, can have a negative impact on the candidates they support. The involvement of a celebrity with a bad reputation can lower the public's perception of the candidate, which in turn can lower electability.

In the context of Andra Dimiyati's campaign, the campaign team needs to choose artists who have a stable reputation and positive image to avoid these negative impacts. Inappropriate selection of public figures can lead to negative perceptions that are difficult to correct, especially in the digital era where information can spread quickly. Therefore, a careful strategy is needed in choosing public figures who will be involved in political campaigns to match the image that the candidate pair wants to build.

d. Comparison with Other Candidates' Campaign Strategies

This research also compares Andra Dimiyati with other candidates, such as Airin-Ade, to find out the differences in campaign strategies. From this comparison, it can be seen that the involvement of celebrities in the campaign gave Andra Dimiyati a distinct advantage over other candidates who did not involve public figures. While Airin-Ade used a more traditional campaign strategy, the involvement of public figures in Andra Dimiyati's campaign helped attract wider public attention, especially among young voters who are more responsive to digital content.



Figure 1. Andra Soni and Dimiyati Natakusumah on Tiktok

This competitive advantage shows that campaign strategies involving public figures can be an effective way to increase the electability of candidate pairs in the digital era. The involvement of public figures not only increases the attractiveness of candidate pairs, but also creates differentiation from other candidates who do not use similar strategies. However, this strategy must also be adapted to the social and cultural context of the local community to avoid resistance from voters who may not be comfortable with the involvement of public figures in politics.

e. The Role of Social-Media in Enhancing Candidate Image

The digital age has brought about major changes in the way political campaigns are conducted. Social media is now the main platform for spreading political messages and building a candidate's image. In Andra Dimiyati's campaign, social media was maximally utilized to publicize the artist's endorsement, which then went viral among the artist's fans.



Figure 2. Andra Soni's Instagram

This strategy is effective in increasing voter engagement, as social media allows candidates to

interact directly with voters in real-time and reinforce their positive image through engaging and accessible content.



Figure 3. Andra Soni's Instagram

Platforms such as Instagram, Twitter and TikTok have a wide and interactive reach, allowing candidates to deliver campaign messages more effectively and efficiently than traditional media. In Andra Dimiyati's campaign, content involving artists proved to be more viral, especially among young voters who are active on social media. The involvement of artists helped to create buzz and increase the visibility of the candidate pair, which ultimately contributed to an increase in electability.



Figure 4. Andra Soni's Instagram

f. Long-term Benefits of Public Figure Engagement

The involvement of public figures in political campaigns not only has an immediate impact on electability, but also has long-term benefits. Artists or public figures who consistently support candidates can help create loyalty among voters. Voters who support a candidate because of the involvement of a public figure are likely to continue supporting that candidate in the future, especially if they feel that the public figure they admire represents the values of that candidate.



Figure 5. Andra Soni and Dimiyati Natakusumah in the News

In the long run, the involvement of community leaders can help strengthen the support base for a candidate, which can have a positive impact on the candidate's popularity and political stability in the future. In other words, the involvement of community leaders has the potential to create a multiplier effect, where a single act of support from a community leader can result in a sustained positive impact for a candidate.

In the context of the campaign of candidate Andra Soni Dimyati Natakusumah, social media and traditional mass media were used as the main tools to highlight issues that were considered important to the people of Banten. According to Agenda-Setting theory, the media has the ability to determine the issues that become the main concern of the public. This candidate pair strategically chose local issues, such as economic empowerment and village infrastructure, to be raised as the main agenda of their campaign. Thus, their campaign messages succeeded in framing voters' attention on these issues, which then increased the relevance of the candidate pairs' programs in the eyes of the public. This shows that the selection of campaign issues that suit the needs of the community can strengthen electability through effective agenda setting.

In the digital era, the Network Communication Model describes how political messages are disseminated horizontally through social networks, both online and offline. Andra Soni Dimyati's campaign utilized platforms such as TikTok and Instagram, where the influence of public figures and direct engagement with voters created a wide distribution network of messages. With the support of national artists who have large followings, campaign messages can reach more voters through interpersonal relationships between social media users. This strategy allows political messages to spread quickly, effectively and efficiently, creating a viral effect that has a positive impact on the electability of candidate pairs.

The combination of the Agenda Setting Model and the Network Communication Model created synergy in the political campaign of this candidate pair. Issues raised through mass media and social media not only became the public agenda but also spread through social networks organically. For example, the involvement of artists talking about key campaign issues on their social media accounts created message amplification that not only strengthened the agenda but also reached a wider audience through their networks. This results in a multiplier effect in raising public awareness and support.

The use of local cultural symbols as communication elements is also relevant in both models. In the Agenda Setting Model, local cultural symbols reinforce the relevance of the issues raised to the values of the local community. While in the Network Communication Model, these symbols create an emotional connection and sense of belonging among voters, thus increasing the effectiveness of message dissemination through social networks. This approach shows that an in-depth understanding of the local social context is the key to success in the application of these two political communication models. With this analysis, a candidate's communication strategy can be understood as a successful combination of strategic agenda setting and utilization of supportive social networks. This combination provides practical guidance for increasing electability through adaptive and contextualized political communication.

5. CONCLUSION

This study found that the involvement of community leaders in the campaign of candidate Andra Soni Dimyati had a significant impact on increasing the electability of the candidate pair. The results showed that this strategy was effective in attracting voters' attention and increasing positive perceptions of the candidate pair.

Recommendations for Further Research

Future research could expand the scope of respondents to obtain more representative results. In addition, future research can examine the impact of community leaders' involvement in the context of campaigns in other regions.

Recommendations for Future Campaign Practices

Political campaign teams are advised to involve public figures who have a positive image to increase campaign effectiveness. Strategies involving public figures should be designed with

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