

## Nasdem's Party Victory in West Java Local Leader Election 2020

Arlan Siddha

Departement of Government Science, Faculty of Social and Political Science, Universitas Jendral Ahmad Yani

Correspondence Email: [arlan.siddha@lecture.unjani.ac.id](mailto:arlan.siddha@lecture.unjani.ac.id)

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**Abstract:** *This journal examines the Nasdem Party's campaign strategy in the 2020 Simultaneous General Elections in West Java Province. The election of all candidate pairs promoted by the Nasdem Party in five regions in West Java is a proud success, especially during this pandemic because political campaign and marketing strategies are needed which are certainly different from usual. The victory of Nasdem is theoretically analyzed through a campaign strategy with four marketing indicators known as the 4Ps, namely product, price, place, and promotion. This journal uses a qualitative approach to case studies and literature studies. The data collection technique was carried out using primary and secondary data taken from journals, online news, both news from television and news from online media, as well as KPU releases regarding data on the results of the 2020 Regional Head Elections. The findings of this study show that the victory of the NasDem Party is highly dependent on price, promotion, and product factors. The five pairs of candidates promoted by NasDem are highly invested candidates, both in terms of campaign financing and in terms of promotion. In addition, the victory achieved by the NasDem Party cannot be separated from the character of the candidates promoted by the Nasdem Party. Most of these candidates are candidates who are well known to the public, such as incumbents and former Indonesian actors, and those who have extensive networks, such as businessmen.*

**Keywords:** *Nasdem, 2020 Election, West Java Election, Campaign Strategy*

### Introduction

Local leaders' election in 2020, at that time, it was the local leader election with the highest level of consideration in terms of performance. There were pros and cons to the urgency of local leaders' elections in 2020 because it coincided with the pandemic outbreak that afflicted Indonesia. The polemic was triggered by many experts who argued that if the election remained in place, it could cause a new cluster of COVID pandemics and also increase implementation costs, along with the fulfillment of standardization of health

protocols, thus becoming a new burden for the government to execute the local leader election in each of their regions. On the other hand, elections must be concluded with the same state of mind that a scheduled election is a valuable democracy index in each country, released by Economist Inteligent Units (EIU) (Umayasari & Kurniawan, 2020).

West Java Province is one of the provinces declared to hold the election in 2020. West Java Elections were held in eight district cities. Those cities are Bandung, Cianjur, Sukabumi, Karawang,

Indramayu, Tasikmalaya, Pangandaran, and Depok. Rifqi Alimubarok, the head of the General Elections Commission, said there was a Simultaneous Election held on December 9th, 2020, using 33.305 polling stations divided into eight district cities that participated in the election. In the 2020 election, there will be 11.6 million voters who will participate in the vote. The West Java election also supports 299 thousand employers of the Voting Organizer Group (Jabarprov.go.id, 2020)

According to the results of the vote count released by the General Elections Commission (KPU), the five candidates carried by the Nasdem Party excelled in the results of the vote count in the West Java Election in 2020, with the following results (PILKADA KPU 2020, 2020):

1. Herman Suherman- Tb Mulyana Syahrudin (Kabupaten Cianjur) got a total of **56.8%** votes.
2. Marwan Hamami- Iyos Somantri (Kabupaten Sukabumi) got a total of **45.6%** votes
3. Dadang Supriatna- Sahrul Gunawan (Kabupaten Bandung) got a total of **55.9%** votes
4. Nina Agustin- Lucky Hakim (Kabupaten Indramayu) got a total of **36.8%** votes
5. Cellica Nurachadiana- Aep Saepuloh (Karawang District) got a total of **60%** votes

According to the data above, it can be concluded that 90% of the candidates supported by the Nasdem party are leading the vote. Responding to the news, Saan Mustopa, Chairman of the DPW Nasdem Party of West Java, stated that he did not deny that holding an election was not an easy task, and he raised several concerns about the implementation of the

2020 Local Leaders Election (RRI.co.id, 2020).

A victory experienced by one of the Nasdem Party-supported pairs in Indramayu, Nina Agustin-Lucky Hakim, will be remembered and will deal a severe blow to the Golkar Party, which has made Indramayu a place to gather an infinite number of votes from time to time.

Departing from that momentum, the Nasdem Party and their koalisi are considered successful in implementing their winning strategy regardless of the ongoing pandemic conditions and stigma, as well as public perception towards the Local Leader Election in 2020. In this article, we will discuss the campaign strategy of Partai Nasdem in Pilkada 2020.

Strategy can be defined in many ways. James Stoner (1999) stated that a broad program is needed to define and achieve what an organization aims for and do all the tasks. In other words, a leader can be defined as a person who has an important role in calculating the strategy in an organization. In other perspectives, James Stoner also stated that strategy is an organizational pattern of responding to its surrounding environment all the time. In this strategy, each organization has their own strategy, even though it is not always effective, even if the strategy is not explicitly formulated. Organization goals are a vital component that needs to be considered in the preparation of an organization's strategy (Stoner, 1996)

In contesting elections, each candidate needs to prepare a number of political strategies. This political strategy is carried out with some approaches and political communication in order to win the Local Leaders Election contest. Therefore, all candidates need mapping

and preliminary studies to identify some variables such as supporters (unknown masses) and supporters of other candidates. These problems need to be done to analyze the potential and power that we own and the votes that will be obtained at the election and also to identify what strategies will be used in the most effective approach for each voter group. It is very important to ensure the proper selection and implementation of this strategy for every candidate, considering that the competition will be fierce in winning the election.

Besides those things, political parties also use a campaign strategy to communicate with people. A political party also needs a strategy to make a map of voter characteristics. The reason is that in their own society, they are divided into several groups, each of which decides whom they would choose. Firmanzah stated that the ability of a political party to solve some social problems will be a point of interest for people in determining whether this party is good or not. However, there are many people who choose because there is an ideological relationship. They paid attention to whatever political party offered programs. If the party's ideology is the same as the voter's ideology, that means the voter has the right to choose the election candidates (Firmanzah, 2007).

## **Method**

This study uses a qualitative research approach, using primary and secondary data collected from journals and news reports about the Nasdem victory in West Java. The data was compiled from the release of the KPU's calculations on the Campaign Fund

Revenue and Expenditure Report at the 2020 PILKADA in West Java. Secondary data was obtained through the KPU website, books explaining the concept of winning strategies for political parties, and journals relevant to the phenomenon of democracy and the COVID-19 pandemic.

Secondary data is used to strengthen the theory, analysis, and data that have been found. Data analysis of voter participation in the 2020 PILKADA in West Java was carried out through several stages, including: data classification, data description, and data interpretation (Creswell, 2018). The qualitative method was used by the researcher because it was relevant to the PILKADA research in West Java because it could describe the phenomena whose data were obtained from the various subjectivities of resource persons. Information obtained after going through the data processing process will be presented with a descriptive approach so that readers can easily understand the Nasdem winning strategy in the 2020 PILKADA in West Java.

## **Results and Discussion**

### **Party Platform: Say No to Money Politics**

In discussing political parties, Nasdem appeared as one of the new parties that succeeded in penetrating and also participating in the general election. If we compare it with other political parties, Nasdem has an advantage in terms of votes. This advantage is obviously having the backing from Nasdem's political platform, which bring out a jingle "Politik tanpa Mahar." That would be a breakthrough for Nasdem in the political world. That thing didn't come out of the

blue, that jingle was created based on the public's perception that politics is identical with money. Based on a survey from ICW (Indonesian Corruption Watch), they stated that the level of public trust in politics is just 35%. It brings to a conclusion that Nasdems' idea of creating a strategy called "Politik tanpa Mahar" is somewhat considered a correct step. This idea is enough to gain some public sympathies to bring a change in a predominance of political transactions.

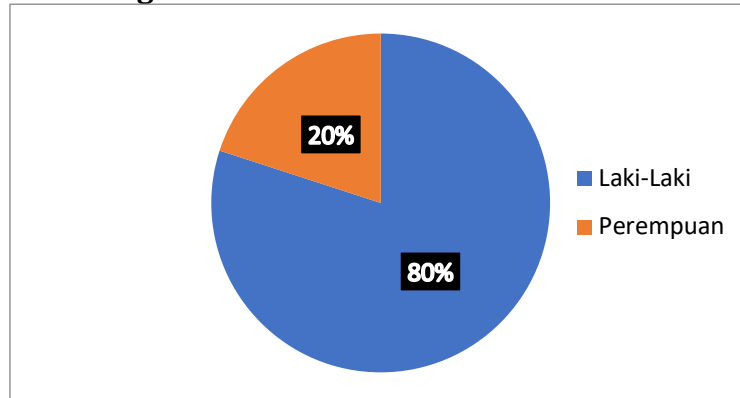
In 2020, the Nasdem party also brought back five pairs of candidates to run in five regions in the West Java Pilkada, including Herman Suherman-Tb Mulyana Syahrudin (Cianjur District), Marwan Hamami-Iyos Somantri (Sukabumi District), Dadang Supriatna-Sahrul Gunawan (Bandung District), Nina Agustin-Lucky Hakim (Indramayu District) and Cellica Nurachadiana-Aep Saepuloh (Karawang District). From the data, it was previously concluded that 90% of the candidate pairs promoted by the NasDem Party won the votes. Based on these conditions, the Nasdem Party was considered successful in implementing its winning strategy despite the ongoing pandemic conditions and the stigma and public perception of the Pilkada 2020.

### **Personal Characteristics**

The 2020 West Java Local Leaders Election will be held in eight district cities, including Bandung, Cianjur, Sukabumi,

Karawang, Indramayu, Tasikmalaya, Pangandaran, and Depok. The Simultaneous Pilkada was held on December 9th, 2020 with 33,305 polling stations (TPS) spread across eight regencies/cities participating in the Pilkada. In the 2020 Local Leaders Election, there are as many as 11.6 million voters who will participate in the voting. This West Java Local Leaders Election also assisted as many as 299 thousand employers of the Voting Organizer Group (KPPS). In terms of the personal characteristics referred to here, it can be reflected in the backgrounds of the candidates who are advancing in the 2020 West Java Local Leaders Election, especially in candidates who have won and occupied the seat of the regional head in several regions. As previously explained, the Nasdem Party brought five pairs of candidates to run in five regions in the West Java Local Leaders Election, including Herman Suherman-Tb Mulyana Syahrudin (Cianjur District), Marwan Hamami-Iyos Somantri (Sukabumi District), Dadang Supriatna-Sahrul Gunawan (Bandung Regency), Nina Agustin-Lucky Hakim (Indramayu District) and Cellica Nurachadiana-Aep Saepuloh (Karawang District). Of the five pairs of candidates for regional heads, the author will describe in detail their backgrounds, including gender, education, occupation, age, marital status, and religion.

**Picture 1**  
**Gender of Nasdem Regional Head Candidates for the 2020 West Java Pilkada**



Source: Gathered by Author

Picture 1 can show that the percentage of female regional head candidates is not fulfilling the qualification requirements of the law, which is 30%. If

you look at the Nasdem Party, it only nominates as many as 20% women, or 2 people, while 80% is for male regional head candidates, or 8 people.

**Table 1**  
**Professional Background of the Nasdem Party Regional Head Candidate in the 2020 West Java Regional Head Election**

| No | Background                                  | Number | %    |
|----|---|--------|------|
| 1  | Entrepreneur/Private Worker/self-employed   | 3      | 30 % |
| 2  | Incumbent/Former member of DPR/DPRD         | 4      | 40%  |
| 3  | Artist/Entertainer                          | 2      | 20%  |
| 4  | Academics: Lecturers, Researchers, Teachers | 0      | 0%   |
| 5  | Retired civil servants                      | 1      | 10%  |

Source: Gathered by Author

Table 1 shows that the majority of regional head candidates promoted by the Nasdem Party have the background of incumbent or former DPR/DPRD members. From the data collected by the author, of the five pairs of regional head candidates in the West Java Local Leader Election (Pilkada), there were regional head candidates with a background in the form of Plt. Regent of Cianjur, Regent of Sukabumi, Regent of Karawang, and Member of DPRD Prov. West Java Commission V. Then, followed by

candidates for regional heads whose backgrounds are private workers and entrepreneurs from various different sectors. In the 2020 West Java Local Leader Election (Pilkada), the Nasdem Party also featured two artists, namely Sahrul Gunawan in Bandung District and Lucky Hakim in Indramayu District. Finally, it is followed by a candidate for regional head who has a retired Daraeh Secretary background, Sukabumi District.

The age category of regional head candidates promoted by the Nasdem Party

for the 2020 West Java Local Leader Election is dominated by the 51–60 year age group, followed by the 41–50 year age group. Nasdem did not nominate millennials, even though the majority of voters in 2020 are millennials or voters under 25 years of age.

The marital status of regional head candidates promoted by the Nasdem Party for the 2020 West Java Local Leader Election shows the majority are married with a percentage of 70%, and none are unmarried, while those who have been married or widowed and widowed are 30%. There is no significant difference between unmarried candidates and never married candidates. As for the religion of the regional head candidates promoted by the Nasdem Party for the 2020 West Java Local Leader Election, all of them are Muslim, considering that Indonesia is a country with a majority population embracing Islam.

**Promotion**

Promotional activities are related to the activities of political parties in an effort to disseminate information to all

members and their sympathizers. Promotion in the marketing of political parties consists of various communication activities. Some of the facilities that can be used include advertising, sales promotion, publications, and public relations. In the general election contest, every political party must have a campaign strategy through conventional and online media. Although campaigning through electronic media is fairly efficient, there are rules that must be obeyed by every political party that competes in campaigning. Everything has been regulated in General Elections Commission (KPU) regulation No. 23 of 2018, for example, the content of the ad and the duration of the ad.

During the campaign period, at least almost every party started advertising on television. Based on General Elections Commission (KPU) data, Yusfitriadi revealed that DEEP Indonesia conducted an analysis of the Initial Campaign Fund Reports (LADK) from all candidate pairs participating in the 2020 Local Leader Election in eight district/cities in West Java.

**Table 2**  
**Initial Campaign Fund Report**

| No. | Name of Regional Head Candidate                         | Campaign Fund (LADK) |
|-----|---|----------------------|
| 1   | Herman Suherman- Tb Mulyana Syahrudin (Cianjur Regency) | Rp. 0,-              |
| 2   | Marwan Hamami- Iyos Somantri (Sukabumi Regency)         | Rp1.000.000          |
| 3   | Dadang Supriatna- Sahrul Gunawan (Bandung Regency)      | Rp1.000.000          |
| 4   | Nina Agustin- Lucky Hakim (Indramayu Regency)           | Rp. 100.000          |
| 5   | Cellica Nurachadiana- Aep Saepuloh (Karawang Regency)   | Rp300.000.000        |

Source: KPU of West Java 2020

Departing from the statements of officials from the Ministry of Home Affairs and the Corruption Eradication

Commission, they stated that the campaign costs needed for election participants were at least Rp 10 billion.

Besides being unfair, DEEP Indonesia also considered that the candidate pairs did not show their seriousness in submitting the LADK.

In the 2020 West Java Pilkada, the Nina Agustina-Lucky Hakim candidate in the Indramayu District election only submitted a LADK of Rp. 100 thousand. The submission of the LADK seemed merely to abort the obligation as an administrative requirement. Based on data obtained by DEEP Indonesia, the initial report for the biggest campaign funds was the pair supported by the Nasdem Party. They are dr. Hj. Cellica Nurrachadiana and H. Aep Syaepuloh, SE., which is Rp. 300,000,000.

In addition, through the Chairman of the National Development Planning Agency (Bapilu), the Nasdem Party requested that the DPP administrators' campaign in the regions, especially in West Java, be expanded. West Java has become important in the national context. These DPP administrators are to be present as campaigners in West Java. Their presence is important because, during a pandemic like today, the space for direct campaigns is limited. So, it takes figures who have a reputation nationally or have a high level of recognition in their community. This is the most important thing so that they can influence voters who are indeed determined by the Nasdem party to choose pairs of candidates promoted by political parties.

According to Saan's statement as one of the Nasdem Party campaigners, several areas have been defended that require assistance from the DPP management. First, in Bandung district, there is a Nasdem cadre, namely Sahrul Gunawan, and in other areas, they also

need support because there are also tournaments that are advancing there.

If you look at the conditions during the 2020 West Java Pilkada, there is an outbreak of COVID-19. As previously mentioned, there is limited space for movement in reducing the risk of transmission from COVID-19 itself. Therefore, the 2020 Pilkada stage in West Java itself applies the COVID prevention health protocol. Each stage of the Pilkada becomes more detailed following the protocol, in which the physical space for movement in the form of face-to-face and mass mobilization is very limited.

Based on the information given by the Chairman of the West Java Nasdem DPW, Saan Mustofa stated that a breakthrough must be created amid conditions and limited space for the campaign to keep going. The breakthrough echoed by the Nasdem Party itself is none other than taking advantage of the existing spaces on social media and electronic media, so that the campaign can continue to run through social media and electronic media. In other words, social and electronic media have become a necessity to target voters in areas that hold Pilkada in West Java.

Through an explanation from the Chairman of the West Java Nasdem DPW, Saan Mustofa, Nasdem also held a two-day workshop related to political education for its cadres. The workshop more or less discussed how to use information technology as the main tool to touch voters, which aims to make Nasdem cadres ready to use information technology during the campaign period. However, this does not necessarily make Nasdem safe in the 2020 West Java Pilkada because the capabilities of the people from these 8

regions in West Java are not all effective in using technology and the internet. This is in line with the condition of border areas such as Cianjur, Sukabumi, and Tasik regencies or even in the south, where the strength of the internet network is weak.

Assuming from this problem, the Nasdem Party then stated that if a campaign was carried out by utilizing technology and the internet as a whole, the internet coverage in the 8 regional elections in West Java, where the area with relatively weak internet was insignificant, as a whole, this would still be an effective and efficient medium during the COVID-19 pandemic, where physical space for movement or conventional campaigns is difficult. So the campaign must transform from conventional methods to more modern ways.

The chairman of the West Java Nasdem DPW, Saan Mustofa, claims that Nasdem has cadres who are ready to take advantage of technology. Whereas Nasdem has provided its cadres with training organized by the DPP DPW and also through ABN, this is an effort to be able to conduct online campaigns.

To deal with the condition of people who have not been educated and are constrained by the internet network, according to the Head of the West Java Nasdem DPW, Saan Mustofa, Nasdem has conducted various opinion polls or surveys. The results state that people who use social media information technology, especially in lower-middle areas, can be

targeted through Facebook. Secondly, urban areas can also be targeted through YouTube, Instagram, and Twitter. Another effort used by Nasdem is to empower candidates for regional heads promoted by Nasdem to make massive use of electronic and social media as well as empower influencers owned by Nasdem in West Java, especially among millennials and so on. This effort was carried out by Nasdem with the hope of being a bridge that could be a liaison between communities in rural areas. So, looking at today's conditions, especially in West Java, millennials can be used as a bridge to connect with the general public. So that millennials can influence them to get involved or be misled by technology or social media in their campaigns, and the community can be involved in a political process, namely the 2020 West Java Pilkada.

**From Social Capital to Media Propaganda**

Psychological price is a winning strategy where the selected candidate pair can make constituents comfortable with their choice. This comfort is developed through the character and background of the candidate pair. The majority of the candidate pairs promoted by the NasDem Party in the 2020 Pilkada in West Java are the names of people who already have prestige in the public's eyes (Sakti, 2020, p. 173)

**Table 3**  
**The Percentage of five candidate Pairs result and their professional backgrounds**

| <b>Electoral District Name</b> | <b>Valid Votes of the candidate pair carried by the NasDem Party</b> | <b>Candidate background</b>              |
|--------------------------------|--|--|
| Cianjur Regency                | H. Herman Suherman - TB. Mulyana Syahrudin (56.8%)                   | Former PLT Cianjur Regent - Entrepreneur |



|                   |   |   |
|-------------------|---|---|
|                   |   | and Golkar Party Politician                               |
| Sukabumi Regency  | Drs. H. Marwan Hamami, MM. - Drs. H. Iyos Somantri, M.Si. (45.6%) | Incumbent – Former Regional Secretary of Sukabumi Regency |
| Bandung Regency   | HM. Dadang Supriatna, M.Si. - H. Sahrul Gunawan (55.9%)           | Former Member of Bandung Regency DPRD – Actor             |
| Indramayu Regency | Nina Agustina, M.H. - Lucky Hakim (36.8%)                         | Son of Former National Police Chief Da'i Bachtiar – Actor |
| Karawang Regency  | Dr.Hj. Cellica Nurrachdiana - H. Aep Syaepuloh, S.E (60.0%)       | Incumbent – Entrepreneur and PKS Politician               |

Source: Gathered by Author

The victory of the five candidate pairs promoted by the NasDem Party is inseparable from the figures and campaign strategies of the candidate pairs in the five regions. The five candidate pairs above are dominated by candidate pairs who already have prestige or are widely known to the public, such as incumbent or former incumbent candidates and former Indonesian actors. In addition, entrepreneurs and former ASNs also complete the formation of each candidate pair.

The idea of placement in a political context departs from the notion of place or placement as a means of convenience for prospective members, sympathizers, and members in obtaining information services, transfer of ideas, organizing, and practical political honor. In the 2020 Pilkada in West Java Province, the NasDem Party carried out a strategy of approaching the public by using a place or platform that was easily accessible to a wide audience, especially the digitally literate younger generation, such as Instagram in its approach. For example, on the Instagram account @nasdem.jabar, the approach of the figures from the candidate pairs is carried out through activities such as online seminars.

The Instagram account @nasdem.jabar is also active in the campaign process by publishing the visions and missions of candidates from the NasDem Party and getting to know more about the personalities of each candidate pair. This makes the candidate pair more familiar in the eyes of the public or prospective voters.

Political communication from the Candidate Pairs also influenced the success of the 2020 Pilkada in West Java. For example, Sahrul Gunawan campaigned through the Youtube platform on the "Sahrul Gunawan" channel with vlog content containing about issues that exist in Bandung Regency, ranging from SMEs, tourism, and other potential owned by Bandung Regency (VIVA, 2020).

In contrast to Sahrul, Lucky Hakim campaigned with a closer approach to the community. The campaign carried out by Lucky Hakim in the 2018 Pilkada in Indramayu Regency was to go down to the community and have a dialogue with the community face-to-face (KompasTV, 2020).

Marwan and Iyos, namely the Candidate Pair in Sukabumi Regency, have a special strategy for campaigning. The Candidate Pairs confirmed 1,776

campaign teams to boost votes in the 2020 Regional Head Elections. The inaugurated campaign teams are teams that, legally, have a decree and have been given training and briefing beforehand. The campaign team worked synergistically and strengthened each other for the victory of the Marwan and Iyos Candidate Pairs (Radar Sukabumi, 2020).

In addition to the Gowes activities organized by the NasDem Party of West Java Province, gymnastics activities are also carried out to campaign for the Cellica-Aep Candidate Pair in Karawang Regency in the 2020 Regional Head Election. The exercise aims to avoid COVID-19 as well as to campaign for the Cellica-Aep Candidate Pair (Anggota Komisi IV DPRD Provinsi Jawa Barat, 2020). And lastly, the candidate pair for Cianjur Regency, H. Herman Suherman and TB. Mulyana Syahrudin, approached the community by making a song that went viral among millennials in Cianjur Regency entitled "BHSM" with the hashtag #bhsmmillennial.

## Conclusion

The chairman of the West Java Nasdem DPW, Saan Mustofa, stated that a new breakthrough had to be created during the Covid-19 condition and the limited space for movement in the campaign to keep it running. The breakthrough that was echoed by the Nasdem Party itself was by utilizing the existing spaces on social media and electronic media, so that the campaign could continue to run through social media and electronic media. In other words, social and electronic media have become a necessity to target voters in areas that hold Pilkada in West Java.

The innovation and consistency of the campaign carried out by the Nasdem party led to the victory achieved by the Nasdem Party in the 2020 PILKADA in West Java. The Nasdem Party won the PILKADA in Cianjur Regency, Sukabumi Regency, Bandung Regency, Indramayu Regency and Karawang Regency. Although not carrying active cadres, the majority of regional head candidates promoted by the Nasdem party are independent groups with various backgrounds such as artists, businessmen with high popularity. This condition has also succeeded in minimizing the costs of the Nasdem Party's campaign spending by maximizing the concept of a digital campaign strategy.

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