



## **Pan Political Communication Strategy (Celebrities As Political Party Vote Getters In Legislative General Elections)**

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### **Abstract**

*The freedom of the people to participate in the Democratic Party provides sample opportunities for various groups, including celebrities, to run for the legislature. The increasing phenomenon of celebrities joining politics, especially as cadres of the National Mandate Party (PAN), is the highlight of this research. This study aims to examine the trend and analyze it as part of the political communication strategy implemented by PAN. Using a qualitative approach based on a literature study of articles, journals, and other media, this research finds that celebrity involvement is a political strategy used by PAN to increase public participation in elections. This strategy was influenced by PAN's declining votes from time to time, so PAN utilized the popularity of celebrities to attract public attention and improve the party's image. The findings show how celebrities are used as instruments of political communication in order to deal with electoral dynamics in Indonesia.*

**Keywords:** *Celebrities, Legislative Elections, Political Parties, Political Communication*

### **Abstrak**

Kebebasan masyarakat dalam berpartisipasi di pesta demokrasi memberikan peluang yang luas bagi berbagai kalangan, termasuk selebriti, untuk mencalonkan diri sebagai legislatif. Fenomena meningkatnya selebriti yang bergabung dalam politik, khususnya sebagai kader Partai Amanat Nasional (PAN), menjadi sorotan penelitian ini. Penelitian ini bertujuan untuk mengkaji tren tersebut dan menganalisisnya sebagai bagian dari strategi komunikasi politik yang diterapkan PAN. Dengan menggunakan pendekatan kualitatif berbasis studi literatur dari artikel, jurnal, dan media lainnya, penelitian ini menemukan bahwa keterlibatan selebriti merupakan strategi politik yang digunakan PAN untuk meningkatkan partisipasi masyarakat dalam pemilu. Strategi ini dipengaruhi oleh menurunnya perolehan suara PAN dari waktu ke waktu, sehingga PAN memanfaatkan popularitas selebriti untuk menarik perhatian publik dan memperbaiki citra partai. Temuan ini menunjukkan bagaimana selebriti digunakan sebagai instrumen komunikasi politik dalam rangka menghadapi dinamika elektoral di Indonesia.

**Kata Kunci:** Selebriti; Pemilu Legislatif; Partai Politik; Komunikasi Politik

## INTRODUCTION

In the practice of governance, Indonesia is one of the countries that adheres to a democratic system. The democratic system is a government system that is orientated towards the people. In Greek, democracy comes from two words, namely Demos and Kratos, which mean power of the people by the people and for the people. The Democratic System itself is a form and system of government of a country. In general, modern countries in the world are said to have a democratic system of government, which is a system of government based on the sovereignty of the people (Basuki, 2020). In Indonesia, the search for a change in power is conducted through general elections. Elections themselves are a platform for the people to implement democracy directly. In line with M. Rusli Karim's research on Azzam Akbar (Akbar, 2021), he stated that elections themselves are a form of the people's legitimacy towards the representatives who hold power. Public participation in legislative elections is the main indicator of the successful implementation of the democratic system in a country.

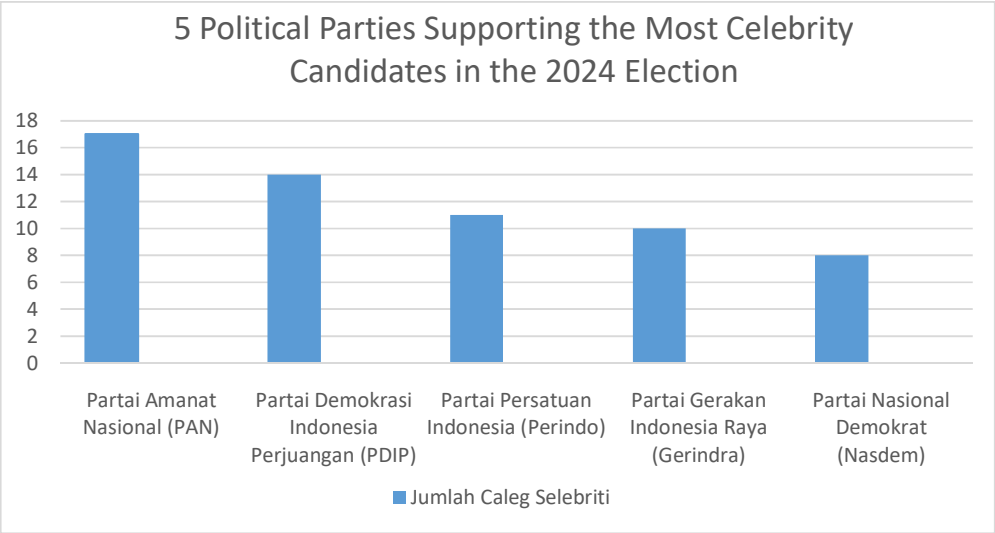
Elections are a people's democratic festivity, where the people are free to exercise their right to vote. In accordance with the 1945 Constitution Article 22E, which discusses the mechanism of the general election administration practice (1945) Constitution of the Republic of Indonesia. In practice, there are still many obstacles; often the small population and limited area do not guarantee success in the implementation of elections. Elections themselves are a way to transform the aspirations of the people to the state. According to Prof. Dr. Jimly Asshiddiqie (2006), the importance of holding elections periodically is due to several fundamental aspects. The first aspect is the dynamics of the people's lives. The second point, communal life is always changing and not static, whether due to external factors or internal factors. Next, the third point, there are often changes in community aspirations, income, and population. Lastly, with regular elections, the continuity of leadership transitions in a representative system can be ensured.

Political parties play a very crucial role in the democratic system, especially in elections. Political parties are participants who will later be elected by the people to hold power as the representatives of the community's aspirations. In gathering votes, we now frequently encounter many political parties endorsing celebrities to join their ranks. The phenomenon of celebrities joining political parties in the era of digitalisation is now creating a new trend among political parties themselves. We can see that the involvement of celebrities has a significant impact on promoting the political parties they support. The phenomenon of celebrities becoming political party cadres has existed for a long time, but not many celebrities are fond of it. This phenomenon started booming since the upcoming 2024 general elections. Marked by the influx of celebrities switching to political parties. For example, the National Mandate Party (PAN) is one of the political parties with the most cadres from a celebrity background, followed by the Indonesian Democratic Party of Struggle (PDIP) and the United Indonesia Party (Perindo).

Previously, the phenomenon of celebrity involvement in elections was studied by Darmawan (2015), who stated that celebrity involvement in elections continues to increase. Moreover, it significantly influences the direction of future governance. He emphasised that

the involvement of celebrities in elections in Indonesia can reduce public trust in representative institutions and diminish the chances of other candidates who are not celebrities. Resty(Nabilah et al., 2022)in her research found issues regarding the phenomenon of recruiting artists as legislative members. In his findings, he stated that the increasing number of artists becoming members of parliament is a failure of democracy in political cadre recruitment. In line with the findings of Wahyu and Ida on the popularity of celebrities as political commodities (Wahyuni Choiriyati, 2011), they seek to uncover the practice of stereotyping female artists as vote-gatherers for political parties in Indonesia. They found that men often read political news more than women. With the presence of female celebrities, it is possible to increase the votes from the male demographic to win their political party.

Gambar 1Number of Celebrity Candidates Based on Political Parties (Mei 2023)



Source: databoks processing, 2024

Based on the graph above, it is evident that the National Mandate Party (PAN) is the political party that has nominated the most celebrity candidates in the 2024 elections, with a total of 17 artists. This indicates that PAN heavily relies on the popularity of celebrities as a strategy to attract voters' attention. Followed by the Indonesian Democratic Party of Struggle (PDIP), which also uses a similar strategy by nominating 14 celebrity candidates. The Indonesian Unity Party (Perindo) and the Great Indonesia Movement Party (Gerindra) each nominated 11 and 10 celebrity candidates, respectively, while the National Democratic Party (Nasdem) nominated 8 celebrity candidates(Ahdiat, 2023).

This phenomenon reflects the tendency of major parties in Indonesia to leverage the influence of celebrities in their political campaigns. By involving artists, these parties hope to attract more votes, especially from young voters who tend to be more familiar with and influenced by public figures. This approach shows that the popularity and media appeal of celebrities are still considered important assets in winning the hearts of voters in Indonesia. This strategy also reflects the party's efforts to strengthen its image and increase the reach of its political message through faces that are already widely recognized by the public.

Using celebrities is an important component of successful social media marketing (Aini, 2020). In this digital era, many political parties are using social media as a propaganda tool to seek votes. The National Mandate Party is no exception, as it also utilises social media as a campaign tool. As data collected from the databoks page explains, there has been a decline in vote acquisition since 1999, but there was a temporary increase in vote acquisition in the 2014 elections. Basically, there is nothing wrong with the increasing involvement of celebrities in participating in elections in Indonesia (Jubaedah et al., 2022). The main focus is how celebrities can maintain integrity and idealism in carrying out their mandate once elected. Public behaviour can be influenced by several factors, such as issues, religion, and figures in the general election (Khairunnas, K., Agustino, L., & Sumadinata, 2018). Therefore, the author will explore the strategies of celebrities within the National Mandate Party (PAN) cadre as an effort to garner votes in the upcoming 2024 election. Here, the author uses a political communication strategy approach in the research. The main focus of the author is the role of millennial celebrities in gathering votes from their fans.

This research has several novelties that distinguish it from previous studies. First, this is the first study to specifically analyze the digital strategy of millennial celebrities in the National Mandate Party (PAN) in the context of the 2024 elections, where PAN is the party with the highest number of celebrity candidates (17 people). Second, in contrast to previous studies such as Darmawan (2015), which focused on the negative impact of celebrity involvement, or Nabilah et al. (2022), who discussed the failure of democracy in cadre recruitment, this study develops a new analytical framework that integrates political communication theory with the concept of digital personal branding to understand the effectiveness of celebrity political campaigns. Third, this research offers a new perspective by analyzing the utilization of social media platforms by millennial celebrities as a political campaign tool, especially in the context of the digital transformation of traditional political parties such as PAN.

This research has several important significances. Theoretically, this research contributes to the development of a digital-based political communication strategy model that integrates elements of celebrity politics with the utilization of social media. The research findings can serve as a basis for understanding how the dynamics of celebrity popularity on social media are transformed into electoral power. Practically, this research provides concrete guidance for political parties in optimizing the role of celebrity candidates in the digital era, especially in reaching millennial and Gen-Z voters who make up 63% of the total voters in the 2024 elections. Empirically, this research provides comprehensive data on the effectiveness of celebrity digital strategies in increasing party electability, which can be used as a reference in political parties' strategic decision-making. In terms of public policy, this research can be an input for regulators in designing digital campaign regulations that are more adaptive to the phenomenon of utilizing celebrities as vote-getters on social media.

## LITERATURE REVIEW

The literature referenced must demonstrate novelty and be the result of research or obtained from relevant textbooks. In writing the literature review, what must be considered is "the existence of a theoretical gap" and the novelty of the theory.

### a) Legislative General Election

According to Article 22E paragraph (2) of the 1945 Constitution, it states, "Elections are held to elect members of the People's Consultative Assembly, Regional Representative Council, President and Vice President, and Regional People's Consultative Assembly." Elections, commonly known as pemilu, are a means in democracy used by the people to realise a sovereign state government. Elections are a competitive arena for filling political positions within a government based on the formal selection of eligible citizens (Arniti, 2020). Basically, elections are the most important mechanism in practicing democracy, allowing the people to participate directly in accordance with the concept of democracy.

Elections generally aim to create a system of government based on the will of the people, encourage citizen participation in the government of Indonesia, and ensure that the elected leaders can represent the interests and aspirations of the general public (Sari, 2023). Meanwhile, according to Pulungan et al. (2020), one of the purposes of elections is to elect legislative members. Legislative elections are a form of political participation as an embodiment of people's sovereignty because, during the election moment, citizens become decisive actors in the local political process through direct voting (Muhammad Adhien Nugroho, 2021).

### b) Political Party

The general understanding of a political party is an association or organised groups that have the same goals and ideals (Hermawan, Candra, 2020). Political parties are the most important instrument of a democratic system in Indonesia. In the book "Introduction to Political Party Law," Ichlasul Amal defines a political party as a group that offers cadres or candidates to fill public positions, which are then elected by the community in general elections (Hermansyah, S.H., 2020).

The content in Law of the Republic of Indonesia Number 2 of (2011) on Amendments to Law Number 2 of 2008 on Political Parties explains in Article 1 that a political party is a national organisation established voluntarily by a group of people. The Indonesian society is based on the same will and ideals, striving to protect the political interests of its members, the community, the nation, and the state, as well as maintaining the integrity of the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution of the Republic of Indonesia. Perhaps a simple explanation of a political party is that it is a nationally organised group established by Indonesian citizens to achieve common goals.

Political recruitment refers to the process by which political parties seek new party members and invite talented individuals to participate in the political process (Fitriyah, 2020).

Recruitment itself aims to find cadre members who will later become party officials or advance as candidates for legislative or executive positions at the local or national level. In the recruitment process itself, it must proceed in accordance with the party's statutes and regulations and be conducted democratically.

### c) Political Communication

Communication is essentially a process of conveying messages from one party to another. Humans cannot be separated from communication, just as in the realm of politics. Communication is the process of interaction in conveying information between politicians, the media, and the public (Norris, 2015). Political communication is essential as a process of conveying messages to other parties. Political communication is a process of communication that encompasses political messages and political actors, or involves power, governance, and political activities within the political system (Dwi, n.d.). In Laswell's theory of 1946 (Hanik, 2020), there are at least four indicators to evaluate communication strategies, including

1. A communicator is an individual who communicates, especially one who is skilled in conveying information, ideas, or policies to the public. According to Tan (Harahap & Rasyidin, 2021), the characteristics of communicators, including expertise, credibility, attractiveness, and trustworthiness, are critical to determining how well they communicate.
2. A communication message is a type of communication in which a unidirectional message is sent from a person or group of people to a person or group of people (Tita Melia Milyane et al, 2022). A communication message includes the content or information conveyed. This can include spoken or unspoken messages, such as speech, written text, or visual aids.
3. Media refers to the various platforms or tools used to convey messages. Examples include television, radio, newspapers, social media, and the internet.
4. The audience is the person or group that receives and processes the communicated message. Audiences can be the general public, specific demographic groups, or targeted groups.

### d) Celebrity

Celebrity, or celebrity, comes from the Latin *celebrem*, which means "fame" or "spectacle or crowd" (Sutriyono & Haryatmoko, 2018). Celebrities are people who are famous and close to the world of information and news. In French, "*célèbre*" also means "famous in the community" (Rojek, 2001). According to the Language Development and Development Agency (Pusat Bahasa), n.d.) celebrity is identified with the mention of famous or famous people (usually about artists). Celebrities in their movements often do not escape the mass media coverage. Some celebrities' popularity comes from achievements; sometimes there are also controversies. Every individual is able to become a celebrity for mass media attention because of their lifestyle, wealth, achievements, controversy, or even relationships with other

famous people. Often the mention of celebrities is identified with artists in the world of television as entertainment workers.

According to Driessens(Ardina & Handoyo, 2019), the existence of celebrities is closely related to personalisation, reputation, and the public. According to West and Orman in Subandi& Ubaid (2020), there are 4 types of celebrities, including someone who has skills in public relations; someone who gets popularity due to inheritance passed down to him; someone who gets attention from the mass media due to important events; and the last is famous from the world of the entertainment industry.

## **RESEARCH METHODS**

The approach that researchers use is a qualitative approach by prioritising literature studies. Qualitative research is a research approach by describing or narrating data into sentence form. Bogdan and Biken argue in Nabilah et al. (2022) that there are at least 4 characteristics of qualitative research, namely: 1) natural; 2) data in the form of descriptive not presented in the form of numbers; 3) inductive data analysis; 4) meaning is the most important thing in qualitative research. In collecting qualitative data, the author uses several sources of writing in the form of books, journals, articles, the internet, and social media that are still relevant to the research variables.

## **RESULTS AND DISCUSSION**

To examine the strategy of the National Mandate Party (PAN) in celebrity recruitment, at least four approaches proposed by Laswell 1946 are used: communicator, communication message, media, and audience.

### **Celebrities as messaging communicators**

The first political communication strategy is by determining the communicator, commonly referred to as the person who communicates. The source of communication plays an important role in interaction and communication in various forms of communication (Meifilina, 2021). Basically, communication is the key to the spread of information to others. The participation of celebrities in political parties is inseparable from the freedom of every citizen who is 21 years old to register as a political cadre. Apart from that, the recruitment of political cadres from among celebrities is inseparable from the strategy of political parties. Celebrities are often used as communicators in conveying information to the public. Communicator itself is a form of individual, group, or organisation conveying messages to others. The task of celebrities must be able to convey messages from parties to the public as an effort to seek support from their fans. The message itself is content that is packaged in such a way that has political content that will later be disseminated.

This is an important point because the main task of political parties is to create solutive and democratic leaders for society. If their emergence is accompanied by an embedded ideology based on party democracy, the involvement of artists in the legislative sphere can have a positive impact. However, things can get worse if political parties only rely on popularity. Because most artist legislative candidates are unable to convey their party's ideology and ideas, which should be an important part of the cadre. If this is left unchecked, the legislature will lose the country's ideology and only depend on the people's votes rakyat (Pulungan et al., 2020).

Many celebrities entered politics in the 2004 elections, using their popularity to gain votes. With celebrity politicians often appearing in the media and having a lot of time on the channel, they become very competitive with their competitors who are not known to the public (Wahyuni Choiriyati, 2011). Therefore, the chances of electing candidates for people's representatives who come from celebrities have a greater chance. Actually, celebrity candidates cannot always guarantee that they will get more votes. Political parties depend on the popularity of artists when hiring them as legislative members (Nabilah et al., 2022).

*Tabel 1*List of celebrities who entered politics and won in elections

<b>No</b>	<b>Celebrity Name</b>	<b>Field of Profession</b>	<b>Political Party</b>	<b>Year of Political Involvement</b>	<b>Position or Title</b>
1	Eko Patrio	Comedian, Presenter	National Mandate Party (PAN)	2009	Member of the Indonesian House of Representatives
2	Dede Yusuf	Actor, Host	National Mandate Party (PAN)	2004	Deputy Governor of West Java
3	Krisdayanti	Singer	Indonesian Democratic Party of Struggle (PDIP)	2019	Member of the Indonesian House of Representatives
4	Mulan Jameela	Singer	Great Indonesia Movement Party (Gerindra)	2019	Member of the Indonesian House of Representatives
5	Desy Ratnasari	Actress, Singer	National Mandate Party (PAN)	2014	Member of the Indonesian House of Representatives



6	Nurul Arifin	Actress	Functional Group Party (Golkar)	2004	Member of the Indonesian House of Representatives
7	Angelina Sondakh	Actress	Democratic Party	2004	Member of the Indonesian House of Representatives
8	Primus Yustisio	Actor	National Mandate Party (PAN)	2009	Member of the Indonesian House of Representatives

*Source: processed data 2024*

The table above shows how celebrities from various professional fields, such as actors, musicians, and presenters, have entered politics by joining various political parties in Indonesia. Parties such as PDIP, PAN, Gerindra, and Demokrat are examples of parties that actively recruit celebrities to increase their appeal among voters. The phenomenon of celebrities entering politics in Indonesia has become an increasingly common political communication strategy used by various parties. With the popularity they have built in the entertainment world, celebrities have the ability to attract the attention of the wider community, including among young and apathetic voters. As familiar public figures, celebrities are often perceived as more accessible to the public than traditional politicians. They are able to leverage their fan base to mobilise political support and extend the reach of the campaign messages of the parties they represent.

## Communication media

In today's modern era, communication media is inseparable in everyday life. Communication media is very helpful for people in terms of close and long distance communication. The development of communication media is very rapid in its history. Communication media cannot be separated from the political sphere, communication media is often used as a medium for providing information and seeking votes. In this case, communication media is very appropriate to be used by celebrity cadres from PAN, where they are famous from communication media. The most popular communication media today is the social media platform, with social media we are able to share experiences and information with others in a flexible and fast time.

PAN has adapted to the development of technology and social media to reach voters, especially the younger generation. They use digital platforms to disseminate information,

have discussions, and get people involved in politics. In addition, PAN also frequently organizes social events that involve the community to strengthen the image of a party that cares about people's issues. Through this approach, PAN seeks to increase their presence and engagement in the public sphere, which is expected to attract more voters, especially among the younger generation who are more active on social media.

You can't escape celebrities, they are often famous from social media. Of course, their fame on social media adds a plus in seeking public participants. As well as being able to provide positive encouragement to the public regarding legislative elections. People tend to trust social media more even though its accuracy cannot be guaranteed (Susanto, 2017). Digital technology offers an alternative as an effective and cheap campaign tool (Munzir & Zetra, 2019).

In this political advertisement, PAN focuses more on its nationally renowned cadres dancing merrily with typical party actions (Faisal Haris, 2024). All legislative candidates conduct campaign activities as part of the election process. Campaign activities are a way for them to promote their vision and mission to voters (Gunanto et al., 2020). In political communication, political communication strategies must be well planned to deliver political messages to the public. During the campaign, celebrities are constantly looking for ways to win. However, there are celebrities who claim to be closer to the public and can act as their representatives. However, if the Indonesian parliament is only dominated by celebrities due to popularity and lacks political integrity and ability, the quality of the parliament may be worse than anticipated by the public (Yesi Febriyanti, 2022).

## Community

Political parties in Indonesia, in an effort to increase their appeal and electability, often adopt recruitment strategies that involve well-known figures, such as celebrities. The presence of celebrities in political parties is not only to capitalise on their popularity but also as an effort to reach groups of voters who may be more attracted to public figures they know and admire. For example, young voters tend to be more easily influenced by figures they already know from social media or television, compared to traditional politicians who may be less well known among them. Therefore, political parties seek to convert this popularity into political support through various strategies, such as political training and cadre development.

Political parties in Indonesia conduct effective recruitment in accordance with their strategy to win in elections, and the result will be politicians who fight for the hearts of the people (Aseng Yulanda, Azmi Fitriasia, 2023). In order for political products to be stronger and accepted by the public, political imaging is very important to do (Subandi & Ubaid,

2020). The presence of celebrities who join political parties certainly has its own plus points and can encourage the existence of the party itself. Celebrities already have their own portion of the name among the public at large.

By utilising the existence of celebrities, it is certainly an advantage for political parties as an initial capital to gain votes from voters. Especially in millennial voters, where millennials are more receptive to celebrities than representatives of the people. Simply put, they are more familiar with the names of celebrities both nationally and internationally but often do not know public officials such as DPD to DPRD RI. Although all of that cannot be used as a guarantee of gaining votes for the party. The association of celebrities in political parties will increase the enthusiasm of the community in choosing their representatives. In addition, high popularity also has the power to influence the community. Respected celebrities usually have opinions or support that are attractive to the public (Dharta, 2024).

In line with the chairman of the DPP PAN when interviewed by detik.com, he said, "PAN opens opportunities for anyone; basically, to become a people's representative, someone must have popularity. The celebrities already have popularity; then it's their job to turn it into electability. He also explained about the ability; his party has a political school that must be attended by its cadres" (Adhitiawarman, 2023).

## CONCLUSIONS

In a political communication strategy, the recruitment of political party cadres from among celebrities provides its own advantages for the National Mandate Party. Celebrities can help political parties gain votes, according to PAN's political communication strategy in the Legislative General Election. The presence of celebrities in a political party increases the electability of the party. The increase in electability is inseparable from the existence of the celebrity. One of the PAN administrators himself said that the initial competence of prospective party cadres was not too much of a problem because the National Mandate Party itself had a political school program for its cadres.

The involvement of celebrities in politics by PAN is not just a trend but is part of a strategic effort to win votes in the upcoming elections. Nonetheless, there are concerns about the negative impacts that may arise, such as decreased public trust in representative institutions and reduced opportunities for other candidates who do not have as high popularity as celebrities. This study confirms that PAN's success in using celebrities as a political communication tool depends largely on how the celebrities can maintain their integrity and idealism after being elected. We can conclude that celebrities in the democratic party of legislative elections have a significant impact on public participation.

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