# Campaign Strategy for the Election of Bojongmalaka Village Head, Baleendah District, Bandung Regency in 2022

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| Article Info | Abstract |
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| | *This study aims to analyze the campaign strategies implemented in the village head election of Bojongmalaka, Baleendah District, Bandung Regency, in 2022. The village head election is a democratic process that involves active community participation in choosing local leaders who will influence village development. This study uses a qualitative approach with a case study method, involving in-depth interviews with candidates, campaign teams, and local residents, as well as analysis of campaign-related documents. The results of the study indicate that an effective campaign strategy includes several key elements, including good candidate introduction, optimal use of social media, a personal approach through direct visits to residents' homes, and delivery of work programs that are relevant to the needs of the village community. Factors such as candidate popularity, support from community leaders, and mass mobilization also play a significant role in determining election results. These findings provide insight into local political dynamics and can be a guide for candidates in similar elections in the future.* |
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## 1. INTRODUCTION

The election of a village head is an important situation to support the progress of the village as an area that is given regional autonomy rights. A village really needs a village head who can give trust and answer the needs of the community. A village is a legal community unit that has territorial boundaries and is authorized to regulate and manage government affairs, local community interests based on community initiatives, origin rights and/or traditional rights that are recognized and respected in the Government system of the Unitary State of the Republic of Indonesia as well as nationalism for the State. Nationalism consists of political activities aimed at demonstrating National Identity (Siekmeier 2015, 69). Law no. 6 of 2014 article 39 regulates that the village head is elected through direct election by village residents for a term of 6 years and can be re-elected for a maximum of three consecutive or non-consecutive terms of office. One of the centers for village head elections is in Bojongmalaka Village, Baleendah District, Bandung Regency, West Java. Bojongmalaka Village is a village that has several potentials, such as agriculture, animal husbandry and tourism. The village was selected as one of the pilot villages in the "Sustainable Village Development" program by the Bandung Regency Government. Several activities have been carried out in Bojongmalaka village, such as the distribution of Direct Cash Assistance (BLT) to 88 Beneficiary Families (KPM) in Bojongmalaka Village on July 11 2024. Implementation of broad casting and compacting of alleys in RW areas 01, 08, 09, 10 and 11. Hold a Village Deliberation (Musdes) to discuss various village development programs. Always work together to clean the village environment and hold football,

volleyball and badminton sports matches. Bojongmalaka Village has excelled in championships, champions

Baleendah Subdistrict Level Village Competition in 2023 in the Village and Subdistrict Planning category and won 2nd place in the 2023 Bandung District Level Village Competition in the Village and Subdistrict Planning category. Bojongmalaka Village has succeeded in developing village infrastructure, such as roads, bridges and irrigation. Improving the quality of public services, such as health, education, and village administration and community empowerment, such as skills training, business capital assistance, and MSME development. This success cannot be separated from the important role of the village head who leads and regulates village regulations. The importance of choosing the right and good village to build a good village. One of the stages in holding a general election is holding a campaign. Campaigns are a way to disseminate information to increase awareness, concern and change the behavior of the target audience. Campaigns can take the form of: two-way political communication between election contestants and voters. According to Rajasundarman (1981), a campaign can be defined as the use of various different communication methods in a coordinated manner within a certain period aimed at directing audiences to certain problems. Rogers and Storey said that a campaign is a series of planned communication actions with the aim of creating a certain effect on a large number of audiences carried out continuously over a certain period of time. Meanwhile, another definition refers to Leslie B. Snyder (2002). Snyder explains that a communication campaign is an organized communication action directed at a certain audience, in a certain period in order to achieve a certain goal. The campaign in the election of village head candidates provides direct interaction between candidates and voters to provide introductions, convey their vision, mission, programs and self-image to voters. Campaigns enable effective communication between candidates and the public, increasing voter participation, increasing political awareness, and helping voters make more informed decisions. Campaigns can also influence voters in selecting candidates based on the messages and ideas conveyed. The campaign allows candidates to gain support from village communities and gives villagers the opportunity to make more informed decisions. The campaign process minimizes people's chances of abstaining from voting. The campaigning process is not only carried out directly, but can also use visual aids distribution of printed media such as brochures, banners, pamphlets and posters to convey political messages. Usually, campaign props are placed in strategic locations so that they are easily seen by the public. Campaigns can utilize social media platforms to spread campaign messages and interact with voters. Often in campaigning, village head candidates fail in their efforts to gain the village head's seat of power. This is because there are errors in campaigning, such as unclear or inconsistent messages that confuse the audience and damage the image of the village head, or when campaigning the village head does not have a thorough plan. From these mistakes, village head candidates need a campaign strategy to occupy the position of village head. Strategy is a long-term plan that is prepared to lead to the achievement of certain goals and objectives.

A. Halim believes that strategy is a way in which an institutional organization will achieve its goals, in accordance with the external environmental opportunities and threats it faces, as well as internal resources and capabilities. Marrus (2002:31) defines strategy as a process of determining plans by top leaders that focus on the long-term goals of the organization, accompanied by the preparation of a method or effort on how to achieve these goals.

Based on the description above, it can be seen that an effective campaign strategy will give rise to the potential for election to a larger village. Therefore, in this paper the researcher analyzes the campaign strategy of the village head of Bojong Malaka which is an

indicator of the village head's success. The researcher intends to conduct a more in-depth study and present it in a scientific work in the form of an article with the title "Campaign Strategy for the Election of the Head of Bojongmalaka Village, Baleendah District, Bandung Regency 2022".

## 2. RESEARCH METHOD

The research method in writing this research uses a qualitative approach. This approach was taken because it focuses on direct observation and obtaining an in-depth explanation of the research phenomenon being taken. This is based on the opinion of Saryono (2010: 49) who says that qualitative research is research that is used to investigate, discover, describe and explain the qualities or features of social influences that cannot be explained, measured or described through a quantitative approach. In Hendryadi's opinion (2019:218), the qualitative method is a naturalistic investigation process that seeks a deep understanding of natural social phenomena. This approach takes events that occur in a social condition or situation. The subjects studied are data collected on the basis of phenomenological principles by understanding in depth a symptom or phenomenon, the data sources needed, and data collection tools. This approach is deductive, namely a thinking process carried out by looking at general statements leading to more specific things through correct logic. Qualitative research assumes that truth is dynamic through the study of people through interaction and can produce data in the form of the words or writings of the people they observe.

## 3. RESEARCH RESULTS AND DISCUSSION

This research uses political marketing theory from Firmanzah (2012) as a reference. Firmanzah's political marketing theory offers a holistic approach to winning the hearts and minds of voters in political elections. This approach is based on the understanding that voters are consumers of political products, and political parties or candidates must market their products effectively to get votes. Firmanzah's political marketing theory is a flexible framework that can be adapted to various political contexts. By applying this theory effectively, political parties and candidates can increase their chances of winning elections. Firmanzah stated that political marketing is not selling parties or candidates. However, a concept that offers how a political party or contestant can create programs that relate to actual problems. Political marketing is needed to compete for the market, in this case voters. This concept is based on 3P, namely:

1. Product is an analysis of how the packaging of a political product is delivered
2. Promotion, namely efforts to find out about the public relations process carried out, advertising, the success team including the use of social media carried out by the candidate.
3. Price is an analysis to find out the prices spent in political marketing, in this domain it is not only related to finances, but also to national or psychological image such as religion, ethnicity, education, and so on.

Several steps that can be taken to apply Firmanzah's political marketing theory are to conduct market research such as understanding voters' needs, desires and expectations. Then proceed with formulating programs and policies that suit voters' needs, setting reasonable and affordable costs for voters, choosing the right channels to convey political products to voters, and carrying out effective campaigns to increase voters' awareness and interest in political products. The final step is to build relationships with voters by communicating with voters openly and transparently, and building mutual trust and respect.

1. **Strategy in Products for selected Village heads**

Based on the results of the researcher's interview with the head of Bojong Malaka Village as the selected candidate in the 2021 village head election, it can be seen that the selected candidate named Dedy Dermawan packaged the idea of vision and mission well, created a vision and mission that came from a visionary view and the needs of the surrounding community, well in village administration services, to managing village assets. Even though he is not from the Bojong Malaka area, Dedi Dermawan was successfully elected in the 2022 village elections. Having a background as a retired Indonesian Air Force officer and former head of the Rw in one of the Bojongmalaka housing complexes, he is trusted by the community to run as Bojongmalaka Village Head.

Dedi Dermawan is an early retiree from the Indonesian Air Force who for 28 years has served the country with service first in Riau then Aceh and decided to live in Bandung in 2004. He applied for early retirement in 2020 to take part in the PILKADES. Being born into a military background made him a firm figure and critical of societal unrest. He was not present in the area where he was running because his hometown was quite far from where he lived. He lived for a long time, approximately 20 years, in that place, so it is not surprising that his insight into the environment and social life became his driving force as a candidate for village head at that time. Apart from that, the selected candidate ran for village head based on a mandate from the community who trusted him to run in the election contest and he had also guided the previous village head to seat number 1 at the village level. Armed with the experience of being Rw chairman and the success of the previous village head election, he established himself to run in the contest.

2. **Strategy in Promotion**

Ahead of the Bojongmalaka village head election, Dedi Dermawan developed a strategy to gain broad support from the community. Realizing that village head elections are different from other general elections because they are closer to the community and prone to conflict, he approaches the election, of course every candidate is racking their brains to get the most votes and strong support from the community. This is also a strategy thought up by the candidate elected as head of Bojongmalaka Village. According to Dedi Dermawan, village head elections are different from other general elections, because they have direct contact with the community and are more prone to conflict. strategy to establish himself as a candidate for village head, Dedi Dermawan only applies important principles, namely increasing prayer, track record, finances, and looking for a successful team that wants change and is idealistic. Before running for office, Dedi Dermawan was a vocal person or someone who was well known to the public and active in activities. In terms of track record, what is meant is what they have done in the community sphere, such as during the term of office of Rw chairman Dedi Dermawan, he succeeded in building a posyandu. Dedi Dermawan started early two years before the village head election day. Simple promotion takes the form of regularly interacting with community figures while staying in touch and listening to the community's concerns and hopes regarding the progress of the village and its services.

By forming a successful team of 360 people who have strong ideals along with mapping the areas that will be the goal of attracting enthusiastic voters. Every time he visits the inter-RW areas to say hello. The candidate is not picky in his political visits, whether he is supporting residents or not, he is still present for discussions. Another effort is to attend every recitation or make visits when hearing sad news from the community, to pray and visit residents. Anyone who doesn't choose to choose will definitely come. Dedi Dermawan has also carried out socialization activities by traveling around the village using an ontel bicycle. The object of the socialization is not only residents who live in the village, but relatives of people who live in that area are also given information that they will nominate themselves. He has a vision to fix the shortcomings that were present in the previous leadership and continue programs that are effective and have a good impact on society. He invited the community to play an active role in village development through political support and participation.  Even though he is competing with four other village head candidates who certainly have different backgrounds. After forming a successful team, and uniting various influential figures, community elements and others, the elected village head also carried out a cycling program around the village together. Apart from aiming to encourage people to be healthy and fit, this activity also aims to review and socialize his vision and mission in the village head candidacy contest.

## 3.  Financial Strategy

As a village head with an operational team consisting of 350 people, it is important to pay attention to financial aspects in carrying out daily duties and responsibilities. Small things such as providing food and drink for guests who visit our home must also be taken into account carefully. The range of funds spent is as little as 1 billion. Each village has a different culture, perhaps in some villages it could cost 2-3 billion. However, in carrying out his duties as village head, Dedi Dermawan felt greatly helped by the community's support. The closeness that has been built since becoming an RW has made many residents willing to help in various village activities. The operational needs of a large team certainly require good operational management. Starting from basic needs such as food and drink, to equipment and other needs, everything must be managed well to ensure the team's operations run smoothly. The use of the budget must be done efficiently and on target. Every rupiah spent must be accountable and provide maximum benefits for the village community. This includes managing daily operational needs to long-term program planning.

## 4.  Village Head's Promise to the Community

A village head's promise is a commitment or statement made by a village head to his village community during the campaign period or while in office. This promise usually includes plans and work programs that will be implemented to improve community welfare, infrastructure development, improve public services, as well as various other efforts to advance the village. It is hoped that the village head's promises can be realized during his term of office to fulfill the hopes and trust placed in him by the community. Previously, Dedi's benefactor was an RW. So, the generous Dedi is often present in the village, often talks with the community and often mingles with the community, especially the closest community and also other communities, that's where there are many things that need to be sorted out and cleaned up from the community's complaints. Said the generous Dedi, "We will continue what was good in the previous era, what hasn't been finished, we will fix it, what we need to fix, we will fix it." In his campaign, Dedi, the benefactor, conveyed his promises to the community. These promises are not only a form of dedi benefactor's commitment to developing and advancing the village, but also as a reflection of the vision and mission carried out during his leadership period as Head of BojongMalaka Village. Dedi, the benefactor, is putting forward various

programs and promises, one of which is expected to be able to improve administrative services in Bojongmalaka village, as well as maximize health services in Bojongmlaka village. If we are elected as the village head of BojongMalaka, together we can manage a village this size, it cannot be done by the village head alone, everyone has to play a role, such as youth, religious leaders, community leaders, we all have to play a role, the village head with his program with his vision and mission with his concept supported by the community. said Dedi generously. Dedi benefactor's vision and mission and the culture of the people of Bojongmalaka are interconnected with the conditions in the Bojongmalaka village community and Dedi benefactor makes promises that make sense because the promise is a debt.

## 4. CONCLUSION

Research on campaign strategies for the election of the village head of Bojongmalaka, Baleendah District, Bandung Regency in 2022, revealed several important findings. First, good candidate recognition and optimal use of social media have proven to be very effective in reaching voters. Second, personal approaches, such as direct visits to people's homes, play a crucial role in building closer relationships between candidates and voters. Third, delivering work programs that suit the needs and aspirations of village communities is a determining factor in attracting voter support. In addition, candidate popularity, support from public figures, and mass mobilization ability also significantly influence election results. Overall, a comprehensive and well-planned campaign strategy is the key to success in winning the village head election in Bojongmalaka. These findings provide valuable guidance for candidates and campaigns in similar elections in the future.

## 5. ACKNOWLEDGEMENT

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