

POLITICAL COMMUNICATION OF THE INDONESIAN PEOPLE'S WAVE PARTY (GELORA) RECRUITMENT IN MEDAN CITY

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Abstract. This study seeks to investigate the political communication of the Indonesian Wave of the People Party (Gelora) in Medan City. As expected, the purpose of political recruitment is to address the human resource demands of political parties. This recruiting contributes to the fulfillment of the Election Law's standards, making Gelora an appropriate party in the future. This work uses qualitative research and descriptive analysis as its methodology and methodology, respectively. The findings of this study indicate that, in order to attract members, the DPD Gelora City of Medan uses various political communications, including mass communication, marketing communication, interpersonal communication, and organizational communication, to shape its image and public opinion. Second, Gelora's member recruitment process is public and governed by established norms. The registration procedure can be completed immediately by visiting the Gelora secretariat, online via the website or application, or by registering with the internal administration of Gelora. Thirdly, Gelora's recruitment of members is bolstered by a number of elements, including the group's constant appearance of cohesion and its concern for those affected by calamity. Fourth, the recruitment of members by Gelora is hindered by a number of issues, including the disinterest of some individuals in Gelora, the tug-of-war in the recruitment of community leaders, and the lack of public interest in politics.

Keywords: political communication; Indonesian People's Wave Party; member recruitment

I. INTRODUCTION

Compared to prior political years, 2024 will be marked by numerous political changes (Adiputra [1]). Indonesia will hold simultaneous general elections in 2024, beginning with the election for Regent/Mayor, the election for Governor, the Regional Legislative, Provincial, National, and DPD elections, and concluding with the election for President. In 2024, there will be seven concurrent elections (Irninta Islamiah Yusran & Sapa [2]). This is a significant objective for all political actors, including political parties. The Indonesian People's Wave Party (Gelora) was founded on Monday, October 28, 2019, which was officially documented in the Gelora political party's charter on Monday, November 4, 2019. This occurred on a special day for the Indonesian people, because young people are united in their efforts to improve the country's situation. Because of this, there is a desire for change among Indonesia's youth (Hamdanny & Mukhtar [3]). Gelora was born when Indonesia experienced an important event, namely:

1. Unstable Social and Socio-Political Conditions

Social unrest brought on by sociopolitical unrest. One instance is a speech made by a provincial leader, Basuki Tjahaja Purnama (Ahok), that has a negative impact on interreligious tolerance. He disparaged Surat Al-Maidah Verse 51, which outraged Muslims, who then reported him and took the 212 action. The public then rioted heavily against the country's leader as a result of the uproar.

2. Economy problem

Indonesia has been experiencing unhealthy economic growth. Where the real sectors of the micro and medium economy experienced shocks. Then came the Covid-19 Pandemic which hit all levels of society. This causes the situation to get worse in various fields, including the social, economic and educational sectors (Interview, Head of Gelora Medan). On Tuesday, May 19, 2020, the Indonesian Gelora Party got a decree designating it as a party legal entity, bearing the number M.HH-11.AH.11.01 of 2020 from the Ministry of Law and Human Rights. After a process of administrative and factual verification as a political party, Gelora Indonesia was able to successfully get the SK after one and a half months (Hadiz [4]).

The presence of the Gelora party which is still new makes the Gelora party still far from being said to be an ideal party. The ideal party is a party that has met the requirements to participate in elections. Described in Article 173 paragraph 2 of Law Number 7 of 2017 concerning the 2019 General Election reads (Audina [5], 2022):

Political parties can become election participants after fulfilling the following requirements:

- Legal entity status in accordance with the Political Party Law.
- Has management in all provinces.
- Has management in 75% (seventy five percent) of the number of districts/cities concerned.
- Have management in 50% (fifty percent) of the number of sub-districts in the regency/city concerned.

- e. Include at least 30% (thirty percent) of women's representation in the management of political parties at the central level.
- f. Having members of at least 1,000 (one thousand) people or 1/1,000 (one per thousand) of the population in the management of a political party as referred to in number 3 as evidenced by the ownership of a membership card.
- g. Have a permanent office for management at the central, provincial and district/city levels until the last stage of the election.
- h. Submit names, symbols and symbols of political parties to the KPU.
- i. Submit election campaign fund account numbers on behalf of political parties to the KPU.

To become an ideal political party, namely as a participant in the 2024 election, Gelora must fulfill all the existing requirements. After having the status of a legal entity, the next step is to develop the organization by recruiting new members and completing the party structure down to the smallest level. Therefore, Gelora is then obliged to complete the party structure hierarchy which consists of the Central, Provincial, Regency/City, District and Village Levels. One of them is the formation of DPD Gelora Medan City. Gelora, particularly the Medan City DPD, has continued to recruit members because to the Election Law's need that a certain number of members be present. In order to build a positive reputation for the party and win the public's trust so that they are interested and want to join as members, Gelora must conduct numerous political communications. People have chosen not to register with Gelora for a variety of reasons. First, no one knows who the Gelora party is. Naturally, since the Gelora party is new, not many people are familiar with it. The Gelora party has entered Indonesian politics as a new party, however the general public is unaware of this. Second, Gelora is not yet viewed by the public as a political force that may serve as a platform for aspirations (Kurniawan [6]). The enormous advantages of Gelora's work have not yet been felt by the community. The community has not seen any significant progress in addressing the issues and challenges it is now facing (Interviews with several communities). From the explanation above, the researcher is interested in examining the recruitment of members by the DPD Gelora City of Medan from the perspective of political communication.

II. RESEARCH METHODS

The method used in this paper is qualitative research, because the data collected is in the form of words, pictures and not numbers (Moleong [7]). Everything that is collected is likely to be the key to what has been researched. The approach used by researchers in this paper is a descriptive analysis approach. Researchers explored and collected data by interviewing informants in depth, both face-to-face and online interviews using the WhatsApp application, documentation and literature studies (Butar Butar [8]).

Thus, the research report will contain data excerpts to illustrate the presentation of the report. The data may come

from interview scripts, field notes, photographs, videotapes, personal documents, notes or memos, and other official documents (Siyoto [9]). In writing the report, the researcher analyzes the very rich data and as far as possible in its original form. It should be done like a knitting person so that each section is examined one by one. Questions with the question words why, what reasons and how it happened will always be used by researchers. Thus, researchers will not perceive that something is already the case.

III. RESULTS AND DISCUSSION

Political Communication in Cadre Recruitment

Political communication is content that is not static or monotonous, which is a part of political participation in order to persuade individuals and change their opinions or conduct. In its delivery, political communication comprises of political actors and political messages tied to government-established authorities and programs. In other words, political communication involves those who govern and those who are governed (Pureklolon [10]). The objective of political communication is to shape and optimize public opinion or perspectives. The intended view can be communicated to the public either directly or through political media such as social media and mass media, with the goals of encouraging political involvement, winning elections, and having the ability to exercise influence. positive toward state authority (Arifin, [11]). Political image also influences public perceptions of political parties. Because, fundamentally, the perspective of society will develop from the evaluations created within society. This is the result of developing a comprehension of political communication. Creating a public image and perception of Gelora as one of the parties that may serve as a forum for ambitions aims to acquire the support and confidence of the people.

To achieve this goal, Gelora carries out several political communications, including through:

1. Mass communication

According to Bittner, mass communication is a message sent to a huge number of people through mass media (mass communication in messages communicated through a mass medium to a large number of people). According to this concept, mass communication must utilize mass media (Nurani [12]). Even if the communication is delivered to a huge audience, it is not mass communication if it does not utilize mass media. Mass communication is communication that is conducted through mass media with the goal of evenly disseminating the information to all target communities. The mass media will select, produce, and distribute messages to the public. The numerous messages provided by the mainstream media to society will develop a cultural image and have an effect on the larger community (Azhar [13]). This makes mass media a vital component of society.

Mass communication carried out by DPD Gelora Medan City in member recruitment, namely:

a. Political Socialization

Gelora's initial action was to engage in political outreach. Political socialization can influence an individual's political attitude or conduct, such as patriotism, status, thought, and authority (Budiardjo [14]). In its implementation, political socialization serves primarily to promote the image of political parties that prioritize community concerns. This relates directly to the primary objective of political parties, which is to win general elections. On this basis, political parties attempt to garner as much support and sympathy from their supporters as possible (Ardianto [15]). A further role of political socialization is to shape its cadres into persons who comprehend their rights and responsibilities as citizens and are able to prioritize national interests over other concerns. DPD Gelora Medan City has instructed 151 village-level Gelora to conduct political outreach to the community in order to introduce the presence of Gelora in Medan City. Gelora is increasingly known and in demand by the public, as it is regarded as an open party, due to effective communication from the central to the central levels.

b. Mass media

Individuals develop and disseminate messages through the media, and then individuals discover and utilize these messages. Mass communication is, in brief, the process of communicating through mass media (Dani Achmad. F [16]). Influential is the role of mass media aspects in mass communication. Because his research encompasses the dynamics of mass media, the evolution of mass media, and the public's utilization of mass media (Fatimah [17]). The components of mass communication include the source, the audience, the message, the method, and the context. Mass communication will be effective if the intended message is transmitted to the intended audience and results in the desired changes. The surge created a large social media movement. Gelora is introduced to the general public through a variety of existing media, including print media, social media, and electronic media. It is currently believed that a variety of media are useful and efficient political communication channels for disseminating information to the public.

c. Natural Disaster Assistance

1) Flash floods

The enthusiasm of the citizens of Medan contributed to the relief efforts for the victims of the flash floods that happened on November 4, 2020. The flash floods that happened were powerful enough to drown tens of thousands of homes in a number of Medan neighborhoods. In response to these circumstances, the Gelora Indonesia party and its members established blessing kitchens in a number of impacted subdistricts. This kitchen is open 24 hours a day in order to provide food for flood victims. The blessing kitchen located on Jalan Brigden Katamso Pasar Senen and Gang Asli Kelurahan Kampung Baru in the Medan Maimun District was well-received by the local community because it was deemed to be of great assistance to flood victims. In addition, Gelora urged the people to maintain vigilance in the event of additional flooding.

2) Fire

DPD Gelora Medan City and DPC Gelora Kec. Medan Belawan paid a visit and at the same time handed over aid to

fire victims on Jl. West Beliton, Ward V, Ex. Belawan II, Kec. Belawan field.

d. Establishing the Medan Blessing Quran House

Gelora City of Medan collaborated with the candidate for mayor of Medan, namely Bobby-Aulia in establishing the Medan Quran House of Blessings 1012 Rengas Pulau, Jl. Marelan 2/Pasar 4 Timur Gg. Arjuna Kel. Rengas Island, Kec. Medan Marelan. Medan City's surge focuses on implementing Regional Regulation No. 5 of 2014 concerning compulsory education at madrasah diniyah takm iliyah Awaliyah (MDTA). DPD Gelora Medan City assessed that a number of mayors who led Medan had failed to implement Regional Regulation No. 5 of 2014 concerning MDTA compulsory education even though it has been made a regional regulation.

e. Thanksgiving with Orphans

As a form of concern for orphans, DPD Gelora Medan City together with several DPC Gelora Districts, held a thanksgiving event with orphans.

2. Marketing Communications

Marketing communication is the dissemination of messages via the use of media. Marketing communication contributes to the evolution of societal perspectives. This is intended to prevent misunderstandings regarding a company's products or services. According to Assauri, marketing strategy is a comprehensive, integrated, and unified plan in the field of marketing that provides guidance on the activities to be undertaken to meet a company's marketing objectives (Suliyanto [18]). According to marketing strategy is a collection of goals and objectives, regulations and rules that guide marketing efforts at each level and location across time. According to Kotler and Armstrong, as cited by Nana Herdiana in Marketing Strategy Management, marketing strategy is a marketing rationale through which business units aim to attain marketing objectives (Abdurrahman [19]). National tally Fahri Hamzah is an influential political figure, particularly among young people. The comments and suggestions he consistently express in various media about government performance are the primary criteria by which society evaluates his political intelligence. Fahri Hamzah is thought to be the most effective marketing tool for promoting Gelora to the public. Fahri Hamzah is always the most popular attraction wherever he is. Likewise, Fahri Hamzah's reputation in the eyes of society is positive. In both communication and politics, Fahri Hamzah's reputed eloquence and erudition are deemed to be an asset for Gelora.

3. Interpersonal Communication

Interpersonal communication is utilized contextually as a communication technique between two or more individuals exchanging information so that the messages expressed can be mutually understood and executed (Rakhmat [20]). DeVito states, based on the opinions of communication specialists, that "interpersonal communication is defined as communication that occurs between two people who have a clearly established relationship; the individuals are connected in some way." Interpersonal communication, according to DeVito, is communication that occurs between two people who already have a definite relationship and are related in multiple ways.

In another meaning, interpersonal communication includes communication between physicians and patients, merchants and purchasers, etc. (Saputra [21]). According to (Mulyana [22]), interpersonal communication is communication between people face to face, which allows each participant to capture the reactions of other people directly, both verbally and nonverbally. Based on the definition above, it can be simplified that interpersonal communication is the process of sending and receiving messages between two people that occur directly both verbally and nonverbally.

Communication experts initially argued that interpersonal communication, also known as face-to-face communication, is the form of communication with the greatest effect or influence compared to mass communication because interpersonal communication occurs directly and only involves a small number of people, or even just two people. People are conversing and provide rapid feedback (Adhypoetra & Putri [23]). Interpersonal communication is communication that can be done directly face to face or using a tool as the medium (Mukarom [24]).

a. Collaboration with Stakeholders

Gelora has the concept of collaboration and contribution to various stakeholders in Medan City, namely the consolidation of the elite and the masses. Stakeholders selected by Gelora City of Medan are people who are experts in their respective fields. For example, when telling stories about history, people who really pursue or are involved in history are chosen, such as a history lecturer from a university in Medan. These stakeholders will later fill in activities such as webinars, discussions, AMI (Indonesian Human Academy), API (Indonesian Leadership Academy). It aims to maintain spiritual values so that they can become moderate religious human beings who love the motherland, have national insights and global leadership, have knowledge that fosters creative, innovative and progressive abilities and are able to collaborate with all elements of the nation's children so that they can make he is at an empowering level of prosperity. The speakers in these activities come from experts or experts.

b. National Gathering

government figures, business entrepreneurs, religious leaders, youth leaders.

4. Organizational Communications

In general, organizational communication is the process of transferring messages between organizational communicators and communicants in both formal and informal organizations. Organizational communication is a component of political communication that links public and private facilities. Therefore, it is vital to comprehend company objectives and how to communicate (Riswandi [25]).

Gelora viewed the Medan City Election as a pivotal milestone in the time of introduction, developing an image, getting community support, and garnering sympathy (Interview, Secretary of Gelora Medan). The actions of the election process can increase Gelora's visibility and proximity to the community. Interparty political contact plays an essential function in our culture. Gelora's participation in the Medan City Election is extremely profitable. There are numerous ways to communicate directly with the public. For

instance, by giving calendars for 2020-2021 that feature the Gelora symbol, photographs of Gelora cadres, and one pair of regional head candidates, as well as information on the date of the regional head election, to women's leadership. All of this is intended to generate a communicative effect, specifically a more realistic introduction of Gelora. The recently concluded Pilkada afforded both the Gelora party and the Indonesian people with tremendous knowledge and experience. Gelora partnered with major parties in the preceding PILKADA as well. Where these parties comprise the majority of backers for one of the regional head candidate pairs in the city of Medan.

The communicator bears responsibility for the success or failure of the message transmitted to the audience. The relationship between the communicator and the communicant will be shown by the spoken and nonverbal signals and replies communicated through facial expressions and behaviors [26]. Gelora hopes that by conducting various types of political communications, the public will learn more about Gelora, which will, of course, affect the party's image and public opinion. So that people are confident that Gelora is a party that can fulfill the people's ambitions and make Indonesia better than it is today. With this conviction, individuals then register as party members.

Member Recruitment Mechanism

Gelora is a new political party in Indonesia. As a new party, Gelora has not been described as the ideal party. Gelora must comply with all of the restrictions outlined in paragraph 2 of Article 173 of Law No. 7 of 2017 for the 2019 general election. Membership requirements are one of them. The surge must consist of at least 1,000 (one thousand) individuals or 1/1,000 (one per thousand) of the population who are registered administrators of political parties with membership cards. Gelora must conduct political recruitment such that the Election Law's standards are met. Political recruitment is essential to the operation of a political party. The objective of political recruitment conducted by political parties is to acquire as many new members as possible. Consequently, it is vital to increase the engagement of youth organizations, wage labor groups, farmers, students, the media, women, etc. It is hoped that the necessary requirements will be included in the political recruitment system, as this is a significant factor when making judgments based on predefined policies. Fundamentally, the prerequisite for joining a political party is a suitable social, cultural, and economic basis. The primary criterion for choosing the membership of political parties, despite the fact that the steps carried out by each party differ from those of the others, is the skill of individuals.

Several steps of selection that have been set by political parties are utilized in the recruitment of potential new members. In addition, political recruitment serves as a forum for registered users to gain political knowledge. forum for adding political insight to registered members (Interview, M. Nasir, 2020).

1. Recruitment Requirements

The mechanism for recruiting members of the Indonesian People's Wave Party is classified as open. The

recruitment process is carried out regardless of religion, social status and educational level and does not choose any group to be the main target of recruitment. For anyone who wants to develop Indonesia and make Indonesia one of the five world powers, please contribute and collaborate. The requirements that must be met are:

- a. Indonesian citizens
- b. Identity card

Regarding the criteria for recruiting members, the requirements set by Gelora are general in nature and make it easier for people to participate and become members of political parties. To become a Gelora member, you must be at least 17 years old and have an E-KTP. Another case if you want to become administrators, educational status is very decisive. The recruitment of members carried out by Gelora is in the initial framework of continuing to strive to make Indonesia a top five world power. In the AD/ART Gelora it is stated that members of the Indonesian People's Wave are Indonesian citizens who approve the Statutes - Bylaws and have a membership card. Gelora is an inclusive (open) party and not an identity party. The Indonesian Gelora Party wants to invite all of the nation's children to make a contribution, to collaborate through the strength of mind, knowledge, the resources they have must be united.

2. Registration Process

The Gelora registration process can be done in various ways, including:

a. Online registration

Gelora has developed an internet application that is available for public download. This application was developed to make it easy for the public to examine the various types of information on Gelora. This application includes the most recent news about Gelora, the significance of the logo, principles and identity, activities, vision and mission, numerous articles, and central to regional management structures. In addition to providing information, the application allows for online registration. The general public is not required to register directly with Gelora secretariats in Medan's several subdistricts. You merely need to download and complete the application's registration form. This approach represents Gelora's mature readiness in urging the community to fight together to make Indonesia one of the world's five most powerful nations. The general public can register on the Gelora website at <https://www.partaigelora.id/register-member/> or by downloading the Gelora application from the Google Play Store. After completing registration, the public can print membership cards straight from the application. All registration data goes to Gelora DPN. The DPN then provided the data to the DPW, which subsequently provided it to the DPD, and lastly to the PAC. As soon as the data reached the PAC Gelora District, the administration socialized and joined the registrants. Gelora engages in interpersonal communication by conveying an appreciation for their enthusiasm and inviting them to join AMI (Indonesian Human Academy). If they are eager to join, they are regarded members; otherwise, they are labeled supporters. Every

member of Gelora is expected to participate in AMI as part of the existing cadre procedure.

b. Direct or offline registration

Gelora also opens direct registration to people who want to join to register themselves directly, either at the DPD Gelora Medan City Secretariat or other level management. The stages of recruitment for DPD Gelora Medan City members include:

- 1) Fill out the form provided
- 2) Complete identity
- 3) Data is submitted to the DPC, DPD, or DPW.

The Gelora Medan DPD Secretariat is always open to anyone from the community who wants to participate. People who come are always served well. Before starting to fill out the registration form, the people who come are given more in-depth information about Gelora and are allowed to have discussions first. So that the people who come really know deeply about Gelora and really feel the desire to fight for Indonesia (Interview, M. Yani, 2020).

c. Through Internal Management

Administrators in DPD Gelora Medan City can serve as a means for the community to collect information on prospective members. The administrators will record new members and then forward the information to the secretariat. So that prospective members no longer need to register in person at the secretariat. The administration also performed personal contact by inviting family, neighbors, and the community to join forces and providing them with a greater understanding of Gelora. Mr. Eddy Syam as the head of the Medan City Gelora HR Development Division explained that in 2022 the number of members will be more than 1000 people, both from online registration and direct registration (Interview, Eddy Syam Head of the HR Development Division).

Recruitment Support Factors

The community will have a pleasant connection with political parties if they have a positive image. This will develop enduring public confidence in a political party. Obviously, it will benefit a political party because it will increase the number of its supporters. Supporting the recruitment of members is the appearance of unity and concern for those affected by a calamity.

Recruitment Barriers

During the operation of the organizational system, numerous unanticipated events occurred, and the organization encountered roadblocks in the field as it carried out its agenda or activity process. Similarly, the Gelora Indonesia party conducts member recruitment operations. Some individuals are unfamiliar with Gelora, others are uninterested in Gelora, there is a tug-of-war in recruiting community leaders, and there is a general lack of interest in politics.

IV. CONCLUSION

Political communication conducted by DPD Gelora Indonesia Medan City in recruiting members by building the

image and opinion of the community towards Gelora, meaning that the Gelora party in Medan may become the community's goals. So that citizens of Gelora Kota Medan feel confidence and willing to participate in politics. DPD Gelora Medan City cadres socializing with the community, caring for disaster victims, building Medan Quran houses of blessings, giving thanks with orphans, forming friendships with figures, and collaborating with community elites and parties in the 2020 Medan City Election constituted the political communication. Members of DPD Gelora Indonesia Medan City are recruited in a transparent manner. First, the general public can immediately register by visiting the Gelora secretariat at the DPD, DPAC, and PAC levels. The public can register online at <https://www.partaigelora.id/register-member/> or by downloading the Gelora application from the Google Play Store. Thirdly, individuals can register through local Gelora cadres. The recruitment process for DPD Gelora Indonesia Medan City is available to all Indonesians who wish to join as members, cadres, or functional personnel. There is no perspective on religion, society, or culture. The DPD Gelora Kota Medan asks all levels of society to work together to create and strengthen the Indonesian state so that it becomes the fifth most powerful nation in the world.

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