

The Image of Ummat Party In The 2024 General Election

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Abstract. *This study will examine the Bandung Regency Ummat Party's political communication and image as a new party ahead of the 2024 election. The research strategy employed was a literature review and in-depth interviews with numerous connected sources. The data analysis approach draws findings using data triangulation procedures, specifically the data collection, reduction, and presentation stages. The data supplied is then tailored to the researcher's requirements for studying the research challenge. The study's findings indicate that the Bandung Regency Ummat Party is attempting to project a new identity that differs from its prior identity. The Ummat Party attempts to establish its political image through the use of mass media as well as the character and stature of party officials. According to the findings of this study, the Bandung Regency Ummat Party promotes social media operations in order to improve its political image. The Ummat Party realizes that, as a new party, identity and image are vital in attracting public interest and publicly introducing the party.*

Keyword: *Bandung Regency Ummat Party, Political Communication, Political Image*

Abstrak. Studi ini bertujuan untuk menganalisis komunikasi politik dan citra politik yang dilakukan oleh Partai Ummat Kabupaten Bandung sebagai partai baru menjelang Pemilu 2024. Metode penelitian yang digunakan adalah studi literatur dan wawancara mendalam dengan beberapa narasumber terkait. Metode analisis data menggunakan teknik triangulasi data yang tahap koleksi data, tahap reduksi data dan tahap penyajian data untuk ditarik menjadi kesimpulan. Data-data yang disajikan kemudian disesuaikan dengan kebutuhan peneliti dalam menganalisis masalah penelitian. Hasil penelitian menunjukkan bahwa Partai Ummat Kabupaten Bandung berupaya menunjukkan identitas dan jati dirinya yang berbeda dari identitas sebelumnya. Partai Ummat menggunakan media massa dan ketokohan serta figuritas dari pengurus partainya sebagai upaya membangun citra politiknya. Temuandi dalam penelitian ini menunjukkan bahwa Partai Ummat Kabupaten Bandung mengutamakan kampanye media sosial sebagai sarana membangun citra politiknya. Melalui sarana tersebut, Partai Ummat memahami sebagai partai baru, identitas dan citra menjadi penting untuk menarik minat publik dan memperkenalkan partai secara luas.

Kata Kunci: Partai Ummat Kabupaten Bandung, Komunikasi Politik, Citra Politik.

INTRODUCTION

In order to achieve these political objectives, political parties must shift their roles from a forum for political ambitions to political communicators. According to Suni (2022), in communication theory, the communicator plays a significant role in message delivery. To communicate effectively, communicators must comprehend the message recipient's traits, as well as the intended response and impact. Several prior studies have examined a wide range of issues concerning political communication and image. According to Suni (2021), the purpose of this study was to investigate the phenomena of media use in political communication by constituent communities during the 2019 presidential election campaign, with a focus on Medan, North Sumatra. This study employs a survey method to determine how individuals use media in the campaign. The study's findings indicate that consumers actively use and select media and its content. There are numerous types of media used, as

well as diverse media usage occurrences, that can be linked to the uses and pleasure hypothesis. This suggests that there is evidence to support the model's assumptions. Bakran Suni (2021) presented his research on Political Communication in the Digital Era. According to the findings of this study, political communication in the internet era is undergoing interesting changes that current and future political communication researchers should investigate further. Several significant topics that must be explored in this study are: First, the nature of new media, such as the internet, affects shifts in communication patterns that are more direct, less expensive, faster, more interactive, more political.

Research into new parties in Indonesia ahead of the 2024 elections is still quite limited. Unlike past research, this study attempts to evaluate the political phenomena that exist in the Ummat Party, one of the "new" parties. The originality of this research resides in the research locus, which departs from local political situations to represent the party's state at the national level. Generally, existing parties first establish their image and political communication through mass media, taglines, jargon, and other means. Meanwhile, this study focuses on the role of cadres, sympathizers, and figures who serve as the party's driving force. Thus, the originality of this study emphasizes the strength of figures in comparison to the dominance of the mass media.

Choosing the Ummat Party as the subject of this study was obviously motivated by a variety of factors. First, the Ummat Party emerged as a result of the Amanat Nasional Party's disintegration. Several Amanat Nasional Party politicians migrated to the Ummat Party and subsequently held significant positions. It becomes an intriguing discussion about how a new party formed from a cadre party attempts to get public sympathies, possibly even sympathizers with the prior party. As a new party, the Ummat Party was faced with several homework assignments, including developing a new image, recruiting volunteers, assembling a winning team, and strengthening the party machine. According to researchers, the most difficult task was developing trust among cadres and sympathizers of the previous party. our then becomes a valid and worthwhile discourse to examine in our study.

According to Barokah et al. (2022), divisions and disputes inside political parties sometimes lead to party members leaving and forming new parties. Party splits are more common in catch-all types of parties, where the party is based on individual characters and the political party organization is disrupted by disagreements among key members. Internal strife inside the party is influenced by the authority of key party figures. This leads to party personalization, which eventually causes party management to become more traditional. The power of the party's general chairman dictates the structure and content of party management.

For example, when Jusuf Kalla was the general chairman of Golkar, practically all of his family held key posts in the party. Second, the figure element refers to significant and dominant Ummat Party elites. As previously stated, Amien Rais was a member of the Amanat Nasional Party who later left and founded a new party. As a result, cadres began migrating between the Amanat Nasional Party and the Ummat Party.

Second, the figure element refers to significant and dominant Ummat Party elites. As previously stated, Amien Rais was a member of the National Mandate Party who later left and founded a new party. As a result, cadres began to move parties, choosing between the National Mandate Party and the Ummat Party.

The Ummat Party's efforts, particularly in Bandung Regency, to employ fragmentation and figurativeness to convey a political message might be considered balanced. According to (Suni, 2022), in a democracy, political communication is more open and dynamic, with two-way communication. Even though state government administrators are part of the political superstructure, they are not political communicators due to their circular approach. They are the primary political participants, whereas citizens are the secondary participants. As a result, they both play an equal role in delivering political messages.

The Ummat Party's presence in Bandung Regency can be studied using a variety of methodologies, all of which aim to improve the party's image through political communication. To understand this, the political communication method is the primary variable in this conversation. Political communication strategies, broadly defined, are a set of acts used to convey, spread, receive, and impact political information through both human interaction and mass media. The targets of this political communication approach differ depending on the political message that the communicator wishes to express. Political communication can also serve to disseminate political information, build a political image, or shape public opinion. Aside from that, political communication aims to persuade audiences to become more actively engaged in the political process, particularly during general elections. In this instance, a legislative candidate's political communication plan will have a significant impact on his chances of winning the general election. (Suni, 2018)

Political culture and socialization cannot be separated from political communication. If we discuss both, they will undoubtedly be tied to political communication. For this reason, political communication is an essential component of socialization and political culture. Political system analysis is primarily concerned with the structures that carry out political functions, particularly how political communication is carried out (Muhtadi et al., 2021).

Budiaji (2021) identifies five structural paradigms for political communication. The first model is face-to-face communication, which is informal and the primary medium of political communication. The second model includes non-political social structures such as families, business groups, and religious organizations. The third model is a political input structure, which includes political parties, interest groups, and civil society. The fourth model is a political output structure consisting of executive, legislative, and bureaucratic organizations. The fifth model includes mass media outlets such as newspapers, weekly newspapers, radio, and television. Each structural model that performs communication duties plays a unique role, and it is impossible to determine one is more significant than the others.

The second technique to explaining the Ummat Party in Bandung Regency is through their efforts to improve their political image. Political advertising has become a means of communicating the identity, character, and beliefs of political parties to the public in an era of rapid information and communication development (Bachtiar, 2021). Efforts to promote political leaders through mass media are socially acceptable. This is mostly because Indonesia's population is geographically and demographically dispersed, making it difficult for politicians to visit each region individually. The media serves as a bridge between politicians and potential constituents. Aside from exposing oneself to the public, the media serves as a route to influence public opinion (Suni et al., 2019).

METHOD

The research method employs a literature review. The analytical model utilized to describe the main issue of this article is a causal-effectual analysis model that employs a rational approach based on the findings of a literature review. Obtain information and data by analyzing valid research publications published both nationally and internationally using Google Scholar. The data was then evaluated utilizing the Miles and Huberman approach, which involved data collection, reduction, presentation, and conclusion drafting (Miles and Huberman, 2014). The items researched are relevant to the theme, which is to enhance generation Z's moral and ethical character through character education.

RESULTS AND DISCUSSION

Political Communication by the Bandung Regency Ummat Party

The Ummat Party, a new party, is preparing for the upcoming 2024 elections. In this situation, the Ummat Party's political communication is built around two approaches: first, media publicity, and second, figure. The evolution of political communication becomes

significant since it tries to shape identity. Demands in the political realm push political parties to develop an identity that distinguishes them from one another. A distinct identity can assist political parties become more well-known to the general public, which is critical for distinguishing one political party from another. As a result, the Ummat Party must devise an effective strategy to garner popular support and exceed the parliamentary threshold in the 2024 Simultaneous General Election (Suni, 2022).

Mass Media Publicity

The Bandung Regency Ummat Party's first tactic was to establish political communication through various media sources, both traditional and electronic. The Ummat Party's news continues to be broadcast in an attempt to affect public opinion, political image, and party identity. In this situation, the report about the Bandung Regency Ummat Party cannot be evaluated because their participation in the election has not been tested. So yet, reporting efforts through these media have been limited to early publication methods, serving merely to indicate their existence.

The Ummat Party concentrates its political communication on issues of political culture and socialization. In this scenario, the Ummat Party became involved in a variety of activities, including social and political ones. This is evident by the Ummat Party's involvement as a supporting party in the 2020 Bandung Regional Head Election. The Ummat Party is actively involved in nominating its cadres as deputy regent candidates and increasing communication through communal and egalitarian political messages.

These attempts are part of a political outreach strategy to gain public sympathy. It is hoped that political communication via mass media will influence the party's electoral votes. In this case, the Ummat Party has a lot of homework to do before 2024, including developing a volunteer network and winning team, political party structure, party image, strengthening political, social, and economic capital, and identifying voters and sympathizers. All of these goals are pursued through political communication discourse, which serves as a forum for political socialization.

Second, the Ummat Party's political communication efforts through mass media can be viewed as an attempt to connect opinions while also introducing the identity, identity, and figure of a political group. The "political group" alluded to here is the division between the Ummat Party and the Amanat Nasional Party splinter. This political group then denied that there was a "political message" that voters and constituents needed to understand as a result of the two opposing political parties. However, no additional research has been conducted to

demonstrate distinctions in these two parties' vision, mission, and character. Each of them is merely "tied" to historical records, which show that these party cadres are part of the Islamist and nationalist ideology.

Figure and Character

Amin Rais' participation in the Bandung Regency Ummat Party provides political strength and helps shape the party's image. The presence of a political figure or character can have a significant impact on a party's ability to acquire popular support and win general elections. A political figure is someone who is popular, knowledgeable, or has a well-known track record in society. Political figures and figures can have a significant impact in increasing political support and projecting a positive or negative image of the party. Figures or figures who are well-known and have a good reputation can assist political parties obtain public support and extend their voter base, whereas figures or figures who are controversial or have a poor track record can harm a political party's image and decrease public support.

The strength of the Bandung Regency Ummat Party's figures is regarded as one of the most important factors in the party's continued survival. In this scenario, it is vital to emphasize that political individuals are not the only elements influencing a political party's success. The party's program, goal, and agenda are also essential factors in gaining popular support. However, the existence of individuals in a political party can assist the party gain visibility and public support.

Amien Rais has been actively promoting the Ummat Party in society through public actions and social media since its inception. He frequently discusses the party's vision and mission, as well as his thoughts and opinions on current political and social concerns in Indonesia. Amien Rais is also recognized as a strong advocate for people's rights, especially concerns of corruption and human rights violations.

Within the Ummat Party, Amien Rais is seen as a political personality who has a significant impact on the party's image. Its presence enhances its reputation and draws attention from the media and the general public. Amien Rais has previously assisted the Ummat Party in gaining public support and attention for the party's policies and objectives.

The Ummat Party's Attempts to Enhance Its Political Image

As a new party, the Bandung Regency Ummat Party has a lot of work to do to establish its party image so that it is in line with people's wishes, is popular with the public, and may be elected in the general election. Suni (2018) earlier defined political image as

attempts to display the identity and identity of the party, generate public perception, create political commercials, and present the party. In this situation, the Bandung Regency Ummat Party also took many steps to promote the party's image.

First, the Bandung Regency Ummat Party defines itself as an inclusive, open, and transparent party. As a political party that is a subset of other parties, the Ummat Party has a new identity that differs from its predecessor. There are numerous political disagreements between the Ummat Party and the Amanat Nasional Party. Even though the Ummat Party is frequently labeled as an Islamic party, it encourages pluralism and diversity, whereas the PKS is more orthodox in this regard.

Of course, the political picture created by the media cannot be confirmed at this time because election events, which serve as a measuring tool for election participants' political labor, have not yet taken place. As a result, it is unclear whether the Bandung Regency Ummat Party's efforts were successful. However, mass media can assist political parties in generating unique and original campaigns. Political parties can boost their prospects of winning elections by running imaginative campaigns that attract public attention and support.

By focusing on the aforementioned issues, the Ummat Party of Bandung Regency has attempted to carry out its obligations and functions as a new party in order to strengthen its electability ahead of the 2024 general election. The Ummat Party's arrival in Bandung Regency has been favorably received, especially since Amien Rais is one of its supporters. party. Aside from the issues mentioned above, the Ummat Party's political communication aims to show the party as having a new and distinct identity from previously.

CONCLUSION

The Ummat Party's political communication strategy in Bandung Regency was successful in shaping the party's image. This was evidenced by the strength of volunteers, mass media publications, and the domination of figures, all of which helped to distinguish the party from its "predecessors". Other aspects include the party's efforts to create a new image, recruit volunteers, win teams, and improve the party machine, as well as build trust among former party cadres and sympathizers. Differences and arguments among political parties frequently lead to party members leaving and forming other parties, which is why the Ummat party exists.

The figure element, or the presence of prominent and dominant elites, is also valued for developing communication and political image. Political communication is promoted through a variety of traditional and electronic media publications. This reporting is done to

influence opinion, political image, and party identification. However, this effort remains limited to an early publication approach and is only visible since their involvement in the election has not been tested.

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