

COMMUNICATION STRATEGY OF THE REGIONAL LEADERSHIP COUNCIL (DPD) OF THE NASDEM PARTY, SOLOK DISTRICT IN SOCIALIZING ANIES BASWEDAN AS 2024 PRESIDENTIAL CAPTAIN

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Keywords

Communication Strategy; Use and Gratification Theory; Nasdem Party.

Abstract

This research aims to describe the policies or programs of the Solok Regency Nasdem Party in realizing one of its political goals through Anies Baswedan's socialization. In writing this article, the author uses a qualitative approach with a qualitative descriptive method, namely, a method for revealing problems by explaining or describing what is in the research by linking the Use and Gratification theory and Hafied Cangara's communication strategy concept. The result of the discussion of this article is that the communication strategy implemented by the Solok Regency Nasdem party in the socialization of Anies Baswedan is structured communication from central leadership to administrators to cadres in Solok Regency so that the message can be conveyed evenly. Communication strategy explains the stages in a series of communication activities based on procedures for implementing communication goals. According to Hafied Cangara, there are 5 stages of communication strategy, namely Research, Planning, Implementation, Evaluation and Reporting. The media used are communication media such as billboards distributed in several places, tote bags, calendars and also social media such as the official central Nasdem website, Instagram, WA, Facebook, Twitter, TikTok and so on.

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INTRODUCTION

A communication strategy is very important for a political party to carry out because the achievement of a party's goals can of course be seen from the strategy implemented by the party. As was done by the Regional Leadership Council (DPD) of the Solok Regency Nasdem Party, which is where the researcher conducted the research. Communication strategy is a communication plan that is directed at achieving influence by all means, so that the main issues discussed by the communication activity can bind certain communities or certain groups (Cornelissen, 2020).

In Effendi's book entitled "Dimensions of Communication" states that: "communication strategy is a guide to communication planning and management in order to achieve a goal. To achieve this goal, the communication strategy must be able to show the strategic guidelines that must be carried out, in the sense that the approach can be different at any time depending on the situation and conditions that occur in that period."

Based on the opinion above, researchers understand that communication strategy is "a plan conveyed through messages using various media that can change attitudes and behavior in accordance with the planned goals so that it runs well". The communication strategy that researchers will examine is the communication strategy carried out by one of the parties in West Sumatra, namely the DPD Nasdem Party, Solok Regency (Cornelissen, 2020). The Solok Regency Nasdem Party is a Nasdem party in West Sumatra Province whose address is at Jalan Raya Solok-Padang Jorong Sungai Rotan, Nagari Cupak, Gunung Talang District, Solok Regency, West Sumatra Province.

Quoted in the *Tempo.co news*, it was stated that the Nasdem Party officially declared former DKI Jakarta Governor Anies Baswedan as a 2024 Presidential Candidate since

October 2022 together with the Democratic Party (Nilamaida & Sumanti, 2022). Then it was also followed by the Prosperous Justice Party or PKS. The three political parties officially named the "Change Coalition" to enliven the 2024 democratic party. In this way, Anies Baswedan officially pocketed a ticket to run for the 2024 presidential candidate. (*quoted on the official website tempo.co on February 23 2023 editor Uji Sukma Medianti*).

In connection with the nomination of Anies Baswedan as the presidential candidate of the Nasdem Party, of course it requires outreach efforts to all Nasdem Party cadres and parliamentarians in the country, one of which is the Nasdem Party in Solok Regency. Socialization is one of the communication activities where the etymological understanding of communication originates from the Latin word *Communicatus* , which means giving or belonging together (Yacub et al., 2022). Meanwhile, terminologically, communication means the process of expressing something from someone to another person (Bishop, 2017). In the context of human relations , communication connects 2 or more different parties. Through the explanation of the meaning of communication above, researchers can conclude that communication is a process of interaction between humans to gain an understanding of something (Amiruddin et al., 2021).

One of the communication strategies implemented by the Nasdem Party in this digital era is socialization through social media such as Instagram (Zahroh, 2023). Based on survey data conducted by *cnbcindonesia.com* At the beginning of 2023, Indonesia will become the country with the 4th largest number of Instagram users in the world, namely 89.15 million users . Social media is part of the communication media used in communication strategies. In the 2017 revised edition of his book *Social Media 101 Strategies and Tips to Grow Your Online Business*, Chris Brogan defines social media as a set of communication and collaboration tools that can achieve what was previously impossible for most people.

The use of social media plays an important role, one of which is to gain existence in society (Redjeki & Affandi, 2021). For the interests of the party, use social media as a medium to introduce all information, products and service units to netizens (ARDHOYO et al., 2023). For example, by utilizing social networks that are quite popular at the moment, such as Instagram, the Nasdem Party in Solok Regency, can maintain its existence in society, especially selected areas (Dapil). Apart from that, it can also attract many individuals who have the same interest in the Nesdem Party in Solok Regency so that The goal of getting support for this chosen region can be achieved, including when facing the Indonesian Presidential Election (Pilpres) in 2024.

This research will focus on the communication strategy carried out by the Solok Regency Nasdem Party in maintaining its existence among the people of the selected area. Such as choosing influential figures in Indonesia who have an impact at the moment, choosing communication media with influence, as is done by the Solok Regency Nasdem party, using social media Instagram as a means to socialize Anies Baswedan as the 2024 presidential candidate.

At this time, the existence of the Solok Regency Nasdem Party is still relatively low, researchers see from the number of *followers* on one of the social media accounts, namely Instagram, namely the Solok Regency Nasdem Party which has a total of 196 *followers*, this figure is lower than the number of followers *from* several social accounts. other Nasdem Party Instagram media in West Sumatra. Researchers compared the table with the number of followers of Nasdem party Instagram accounts in other districts/cities in West Sumatra.

Table 1
Nasdem party Instagram followers in West Sumatra in 2023

Regency/City	Number of Followers
Solok City Nasdem	837
Solok Regency Nasdem	196
Padang Panjang Nasdem	555
Nasdem Dharmasraya	214
Nasdem Bukittinggi	427

Source: Researcher's preparation July 2023

Looking at this data, researchers also looked at it from the perspective of the existence of the Solok Regency Nasdem party in the field which occurred in 2014, quoting from the website <https://www.patronnews.co.id/2023> where since the participation of the Nasdem party in the legislative election contestation in Solok Regency in the 2014 legislative election (Pileg), the Nasdem Party won 3 seats out of 4 electoral districts in Solok Regency. Namely M. Hidayat, B.Sc from electoral district 1 (Gunung Talang, Kubung, IX Koto Sungai Lasi), Jamris from electoral district 3 (Bukit Sundi, Payung Sekaki, Danau Kembar, Lembang Jaya, Tigo Lurah), and Azwirman from electoral district 4 (Gumanti Valley, Hiliran Gumanti, Cermin Beach). This result was considered very extraordinary, because it was the first time that the NasDem Party had contested in the legislative election in Solok Regency (Istiqomah et al., 2023).

Then continuing in the 2019 Legislative Election, the Solok Regency NasDem Party DPD, which at that time was just led by Armen Plani, continued to accelerate by winning seats in every electoral district. Namely M. Hidayat, B.Sc from electoral district 1 (Gunung Talang, Kubung, IX Koto Sungai Lasi), Armen Plani from electoral district 2 (X Koto Singkarak, X Koto Diateh, Junjung Sirih), Jamris from electoral district 3 (Bukit Sundi, Payung Sekaki, Danau Kembar, Lembang Jaya, Tigo Lurah), and Azwirman from electoral district 4 (Lembah Gumanti, Hiliran Gumanti, Pantai Cermin). (Quoted from the website <https://www.patronnews.co.id/2023>).

The researcher chose the Solok Regency Nasdem Party as the research site because the Solok Regency Nasdem Party is one of the parties that is relatively new compared to other coasts in Indonesia (Istiqomah et al., 2023). This party was founded in 2011, although on Instagram social media the Nasdem District party. Solok has a relatively low number of *followers* among the Nasdem party Instagram accounts in other districts/cities in West Sumatra, but the Solok Regency Nasdem party was able to prove its existence by actively participating twice and succeeded in winning seats in several electoral districts in the Solok Regency DPRD legislative elections.

Based on the description above, researchers are interested in researching and finding out the communication strategy used by the Solok Regency Nasdem Party in socializing Anies Baswedan as the 2024 presidential candidate, where the effect of Anies' socialization is one of the goals of the Solok Regency Nasdem Party in gaining public support for the electoral district in which has been determined by the Solok Regency Nasdem party. This research aims to describe the policies or programs of the Solok Regency Nasdem Party in realizing one of its political goals through Anies Baswedan's socialization.

Formulation of the problem

From the description of the background of the problem that has been explained above, the formulation of the problem in this research is what is the communication strategy of the Solok Regency Nasdem Party Regional Leadership Council (DPD) in socializing Anies Baswedan as a 2024 presidential candidate?

Research purposes

The aim of this research is to find out the communication strategy of the Solok Regency Nasdem Party Regional Leadership Council (DPD) in socializing Anies Baswedan as the 2024 presidential candidate.

Benefits of research

The benefits of this research are:

Theoretical

Theoretically, this research is expected to develop the study of Communication Science, especially the study of mass communication and politics. And this research can also be used as a reference and reading material for academics who study political science, especially those related to the issue of the Solok Regency Nasdem Party Regional Leadership Council's communication strategy in socializing Anies Baswedan as a 2024 presidential candidate.

Practical

- a. For researchers, this research provides the benefit of increasing knowledge and insight regarding the communication strategy of the Solok Regency Nasdem Party Regional Leadership Council in socializing Anies Baswedan as a 2024 presidential candidate.
- b. For the Solok Regency Nasdem Party, it can be used as material for evaluation and development of political science in the future in carrying out political communication in subsequent activities.
- c. Another benefit of this research is that it can be used as information material for the community and provide references for potential political actors to gain support.

RESEARCH METHODS

This research uses a qualitative approach with qualitative descriptive methods. This qualitative research mode was carried out to determine the strategy, stages and communication barriers of the Solok Regency Nasdem Party Regional Leadership Council (DPD) in socializing Anies Baswedan as a 2024 presidential candidate. In this research, researchers conducted research at the Solok Regency Nasdem Party DPD which is located at Jalan Raya Solok-Padang Jorong Sungai Rotan, Nagari Cupak, Gunung Talang District, Solok Regency, West Sumatra. Where researchers will go directly into the field with the Nasdem Party to then observe and obtain information related to the Nasdem Party DPD Communication Strategy. Determining the source of informants in this research used a purposive sampling technique. Researchers chose informants by appointing people who were considered capable and people who really knew what was expected in accordance with the objectives of this research. In this research, there are two types of data used, namely primary data and secondary data. Primary data in this research was obtained through observation, interviews in the form of information and informants about the communication strategy of the Solok Regency Nasdem Party Regional Leadership Council (DPD) in socializing Anies Baswedan as the 2024 presidential candidate. Secondary data in this research was through documentation carried out by researchers to obtain information in the form of archives or images that researchers need. Secondary data obtained came from personal documentation data regarding activities related to the communication strategy of the Solok Regency Nasdem Party DPD. The data obtained and analyzed is based on the actions taken by the Solok Regency Nasdem Party DPD in socializing Anies Baswedan as the 2024 Presidential Candidate in the Solok Regency area. The steps taken by researchers in analyzing data are collecting data, data reduction (data reduction), data display (data presentation), and drawing conclusions/verification (decision collection).

RESULTS AND DISCUSSION

General description of the Solok Regency Nasdem Party DPD.

1. NasDem Party logo



Figure 1
Nasdem logo

(Source : <https://nasdem.id/logo>)

Vision and Mission of the NasDem Party

(Quoted on the official NasDem Party website page at <https://nasdem.id/>) The Vision and Mission of the NasDem Party are:

➤ Vision

The NasDem Party is an independent Indonesia as a nation state, economically sovereign and culturally dignified

➤ Mission

- 1) Building democratic politics with justice means creating a democratic restructuring that opens up people's political participation by opening access to society as a whole. Developing a citizenship education model to strengthen national character, as well as making changes towards the efficiency of the general election system. Strengthening bureaucratic reform to create a community service system (Hang, 2017). Carry out legal reform by making the 1945 Constitution a national political contract;
- 2) Creating economic democracy by creating community participation and access in the country's economic life, including NasDem, which includes fair and equitable economic distribution which will lead to the welfare of all Indonesian people (Mustopa et al., 2023). In realizing this ideal, it is necessary to encourage job creation, a national social security system, strengthen national industry, and encourage economic independence at the local level; And
- 3) Making mutual cooperation a national character. In realizing this, a system that guarantees the implementation of a structured national education system and guarantees the right to education for all Indonesian people is implemented (Rahmania et al., 2020). Organizing citizenship education that creates national solidarity and solidity, so that all Indonesian people feel the taste of being a nation and make mutual cooperation a daily practice of life. This culture will create a dignified national character and support the country's readiness in global life.

List of NasDem Party DPD Management in Solok Regency

Quoting from the official website <https://infopemilu.kpu.go.id> List of Nasdem Kab party administrators. In Solok, there are 36 people registered at the Solok Regency KPU, namely:

Table 2
List of Solok Regency Nasdem Party Management

No.	Name	Type sex	Position	Units
1	Armen Plani	L	Chairman	Regency/City
2	Azwirman	L	Secretary	Regency/City
3	Welly Adetri	P	Treasurer	Regency/City
4	Yuswardi	L	Vice Chairman	Media and Public Communication
5	Yosnova Hendra	L	Vice Chairman	Economy
6	Prias Hero	L	Vice Chairman	Micro business Small And Medium
7	Gustia Mulyani	P	Vice Chairman	Maritime
8	Jhoni Afrizal	L	Vice Chairman	Religion and Indigenous Peoples
9	Siti Mulya	P	Vice Chairman	Migrant
10	Arief Novri	L	Vice Chairman	Development and Infrastructure
11	Anita Viona	P	Vice Secretary	Election Winning
12	Dian Mulia Dwi Fitri	P	Vice Chairman	Digital and Cyber
13	Ayang Surya Mardita	P	Vice Chairman	Beginners and Millennials
14	Itmuyal Asri	P	Vice Chairman	Election Winning
15	Melvira Deswita	P	Vice Chairman	Women and Children

No.	Name	Type sex	Position	Units
16	January	L	Vice Chairman	Health
17	Herru Hefriyoda	L	Vice Chairman	Raising And Community Mobilizer
18	Taruddin	L	Vice Chairman	Organization and Membership
19	Jamris	L	Vice Chairman	Cadre formation And Political Education
20	M. Hidayat	L	Vice Chairman	Connection Legislative
21	Syaiful Anwar	L	Vice Chairman	Executive Relations
22	Novi Jananto	L	Vice Chairman	Wings And Body
23	Denny Eka Surya	L	Vice Chairman	Youth And Sports
24	Vidiawati	P	Vice Secretary	Ideology, Organization and Cadrezation
25	Wellya Sari Utama	P	Vice Secretary	General and Administration
26	Novita Sari	P	Deputy Treasurer	Management Funds And Assets
27	Marsil Masdena	L	Deputy Treasurer	General and Administration
28	Endra Ningsih	P	Vice Secretary	Public Policy and Strategy Issues
29	Emri	L	Vice Chairman	Forestry, Agrarian Affairs and Spatial Planning
30	Didi Rahmatul Huda	L	Vice Chairman	Energy And Minerals
31	Herizal Wandu, Sh	L	Vice Chairman	Law and Human Rights
32	Armen	L	Vice Chairman	Labor
33	Play Yasni	P	Vice Chairman	Agriculture, Animal Husbandry and Village Independence
34	Marfa Yenti	P	Vice Chairman	Education and culture
35	Fitria	P	Vice Chairman	Environment Life
36	Ady Gaffar	L	Vice Chairman	Tourism and Creative Industries

General description of Solok Regency

An overview of the research location will provide a general overview of the research location and the Communication Strategy for socializing Anies Baswedan in Solok Regency. The results of this research explain the general picture of Solok Regency.

The expansion of the Solok Regency area at the end of 2003 resulted in a new district, namely South Solok Regency. This expansion reduced the area of Solok Regency drastically from 708,402 hectares (7,084.02 km²) to 373,800 hectares (3,738.00 km²). Geographically, Solok Regency is located between latitude 010 20' 27" to 010 2'39" South Latitude and Longitude 1000 25' 00" to 1000 33' 43" East Longitude. The topography of the region is very varied, there are plains, valleys and hills, with a height of between 329 meters and 1,458 meters (source: Solok Regency Regional Government official website <https://www.solokkab.go.id/>).

The administrative area of Solok Regency consists of 14 sub-district areas, the land area of each sub-district, namely: Cermin Beach (366 km²), Gumanti Valley (439 km²), Hiliran Gumanti (284 km²), Payung Sekaki (392 km²), Tigo Lurah (575 km²), Lembang Jaya (94 km²), Twin Lakes (76 km²), Mount Talang (385 km²), Bukit Sundi (109 km²), IX Koto Sungai Lasi (171 km²), Kubung (192 km²), km² X Koto Singkarak (251 km²) and

Junjung Sirih (147 km²). (source: official website of the Solok Regency Central Statistics Agency <https://solokkab.bps.go.id/>).

Distance between Regency Capital to District:

1. Mount Talang – Cermin Beach: 66 Km
2. Mount Talang – Gumanti Valley: 36 Km
3. Mount Talang – Downstream of Gumanti: 50 Km
4. Mount Talang – Payung Sekaki: 35 Km
5. Mount Talang – Tigo Village Head: 95Km
6. Mount Talang – Lembang Jaya: 34.5 Km
7. Mount Talang – Twin Lakes: 26 Km
8. Mount Talang – Sundi Hill: 21Km
9. Mount Talang – IX Koto Sungai Lasi: 37 Km
10. Mount Talang – Kubung: 22 Km
11. Mount Talang – X Koto Above: 59Km
12. Mount Talang – X Koto Singkarak: 39 Km
13. Mount Talang – Junjung Sirih: 45 Km

Solok Regency boundaries are as follows:

- a. West : Padang City and Kab. South coast
- b. North: Tanah Datar Regency
- c. East: Sawahlunto/Sijunjung Regency
- d. South: South Thorok Regency

The population of Solok Regency in 2022 as a result of the population projection is 397,829 people consisting of 200,218 men and 197,611 women with a sex ratio of 101.32. Population distribution by sub-district in 2022, the majority will be in Lembah Gumanti District with 62,569 people. Population density in Solok Regency in 2022 will reach 106 people/km². Quoting from the official website of the Solok Regency Central Statistics Agency <https://solokkab.bps.go.id/> The population of Solok Regency is:

Table 3
Population of Solok Regency

Population of Solok Regency				
No.	Subdistrict	Year 2022		Amount
		Total population		
		Man	Woman	
1.	Mirror Beach	11,369	11,161	22,530
2.	Gumanti Valley	31,675	30,894	62,569
3.	Downstream of Gumanti	9,488	9,205	18,693
4.	One-foot Umbrella	4,615	4,610	9,225
5.	Tigo Village Head	5,530	5,558	11,088
6.	Lembang Jaya	15,441	14,997	30,438
7.	Twin Lakes	11,709	11,331	23,040
8.	Mount Talang	27,202	27,205	54,407
9.	Sundi Hill	13,117	13,303	26,420
10.	IX Koto Sungai Lasi	5,445	5,268	10,713
11.	Lemur	31,515	31,029	62,544
12.	X Koto Above	9,613	9,552	19,165
13.	X Koto Singkarak	16,779	17,090	33,869
14.	Junjung Betel	6,720	6,408	13,128
Solok Regency		200,218	197,611	397,829

Communication Strategy of the Regional Leadership Council (DPD) of the Solok Regency Nasdem Party in Promulgating Anies Baswedan as the 2024 Presidential Candidate.

Communication strategy explains the stages in a series of communication activities based on a procedure for implementing communication goals (Priyowidodo et al., 2021). The communication strategy implemented by communicators include creating togetherness between the Nasdem party and the audience by getting to know the audience and crafting homophilic messages. The homophilic atmosphere that must be created is the same language (communication symbols) and the same interests as the audience, especially regarding the messages, methods and media used to the audience (Malik, 2022).

The communication strategy stage carried out by the Nasdem party regarding the socialization of Anies Baswedan is the nomination stage because in this period it is still in the regional candidacy phase in the district. Solo. Socialization is carried out of course. By using media such as billboards which are distributed in several sub-districts in Solok Regency. *Door to door* throughout Nagari with calendars, tote bags and stickers depicting Anies as the presidential candidate of the Nasdem party.

Of course, to obtain information related to the object or problem being studied, researchers obtain data from research subjects. Subjects in research are people or informants who will be asked for information or will have data extracted related to the object/problem being researched.

The subjects in this study had five informants, namely:

1. Informant 1: Endra Ningsih, Head of the Nasdem Party DPD Secretariat, Kab. Solok (51 Years)

In this research, the researcher got to know Mrs. Endra Ningsih around mid-February 2023 at the Nasdem Regency DPD party office . Solok while doing pre-research in the field. Mrs. Endra has been the head of the secretariat since the founding of the Nasdem Party in Solok Regency, namely in 2011, which means that Mrs. Endra has been in the Solok Regency Nasdem Party for 12 years. Apart from that, he also serves as deputy secretary in the public policy and strategy issues unit and is secretary of BAPPILU DPD Nasdem Party District. Solok In 2023, Mrs. Endra will be fully responsible for the core kitchen of the Nasdem Party DPD regarding all forms of administration in the NasDem Party DPD District. This Solo. Therefore, the researcher made Mrs. Endra the first key informant in this research because she was considered to be most familiar with the problem that the researcher was researching. According to Mrs. Endra, the socialization of Anies Baswedan as the Presidential Candidate from the NasDem Party was carried out using various communication media such as the Nasdem party website, Instagram, Wa, Facebook, Twitter, Tiktok or even *door to door* directly to the people of Solok Regency. Socialization is carried out in stages, namely from the center to the regions/nagari. The DPD, DPC, DPRT are required to introduce the figure Anies regarding Anies' electability so he can win votes in Solok Regency.

2. Informant 2: Dhika, Staff Operator of the Nasdem Party DPD, Solok Regency (28 years)

Mr. Dhika is a staff operator for the DPD Nasdem Party District. Solok also often helps Mrs. Endra with administrative matters. The researcher got to know Mr. Dhika around mid-February 2023 at the Nasdem Regency DPD party office . Solok while doing pre-research in the field. According to Mr. Dhika, the socialization of Anies Baswedan as the NasDem Party's presidential candidate will be carried out in November 2022, when the Nasdem Party announced Anies as the Nasdem Party's presidential candidate. In carrying out this outreach, the Nasdem Party was assisted by cadres in the sub-district and also in Nagari so that information could be directly conveyed to the people of Solok Regency.

3. Informant 3: Candra Fajri S.kom, Community supporter of the Golkar Party (37 years)

Mr. Candra is the researcher's third informant. Mr. Candra is a supporter of the Golkar Party in Solok district, where he is a supporter of the Golkar party in carrying out its programs in this community. In Anies' socialization, Mr. Candra was the person who received the message conveyed by the Nasdem party regarding Anies Baswedan's socialization to become the Nasdem party's presidential candidate. Mr Candra said that the

socialization carried out by the Nasdem party used a lot of media such as billboards which had been distributed in several sub-districts of Solok Regency which Mr Candra had seen directly when passing through several sub-district roads in Solok Regency.

4. Informant 4: Rholis, Community Supporter of the PAN Party (29 Years)

Mr. Rholis is the researcher's fourth informant. He is someone who is also aware of the socialization of Anies Baswedan as a presidential candidate from the Nasdem party. Mr. Rholis is a community supporter of the PAN Party who is also tasked with supporting the PAN party in carrying out its party programs. According to Mr. Rholis, he was aware of Anies' socialization as Nasdem's presidential candidate for the first time in early 2023, where his house was not far from the location of the Nasdem District Party. Solok saw a banner with a picture of Anies displayed large in front of the office . And also from the social media Instagram which many people introduce Anies as an influential figure who is the presidential candidate of the Nasdem Party.

5. Informant 5: Desfa Zusnita, Solok Regency General Community (49 Years)

Mrs. Desfa is the fifth informant from this research. Mrs. Desfa is a neutral general public who does not support any party which can represent ordinary people in Solok Regency society. Researchers dig up information related to the socialization of Anies Baswedan as a presidential candidate, which is known to Mrs. Desfa. According to him, the socialization carried out by the Nasdem party has been carried out well. In getting information regarding Anies Baswedan's socialization as the Nasdem party presidential candidate, Mrs. Desfa saw directly from the billboards that had been put up around her house and on the roads leading to her house.

Discussion

Socialization of Anies Baswedan as 2024 presidential candidate through a communication strategy carried out by the Solok Regency Nasdem Party DPD.

In this section , we will describe the discussion and results that have been obtained from the research, both from observations and interviews conducted regarding communication strategies in socializing Anies Baswedan as the Nasdem party presidential candidate in Solok Regency. The results of the interviews and observations obtained will be analyzed according to the research focus that has been determined. This research uses the concept of communication strategy stages from Hafied Cangara (2013) with a research focus consisting of 5 stages, namely research, planning, implementation, evaluation and reporting.

So, from this research, the results obtained were obtained by the researcher which were then analyzed so that several questions arose by conducting an interview method with several informants determined by the researcher, who then carried out direct observations at the research location.

The following is a detailed explanation of the research focus:

1. Study

This stage aims to find facts or problems that occur to be used as material for formulating a communication strategy that will be carried out by the institution or organization to achieve its goals.

It is necessary for an organization or institution to have professional staff who are responsible for handling communication problems such as branding needs for the organization or institution and collaborative activities with other stakeholders. The research aims to find out where the problems that an organization or institution will face are located. Problems can be expressed in the form of disease outbreaks that attack community members, organizational losses, distrust for the organization and so on.

"Anies Baswedan's communication goal, apart from gaining votes in the community, of course also has a positive impact on the community through the programs planned by Anies, which in our opinion also have very good potential in Solok Regency.

"Because it could be said that 75% of Anies' program design is related to agriculture and tourism, of course this is good news for the people in Solok Regency, almost 90% of whom are farmers, so we can improve the welfare of farmers in Solok Regency if Anies wins."

Source: Interview with Mrs. Endra on July 31 2023 at the DPD Nasdem Beach secretariat office, Solok Regency.

"The aim of the communication is of course to introduce Anies as the 2024 presidential candidate from the Nasdem party. "We are providing socialization to first introduce the final results of the community's response, whether they like Anies or not, of course, let the community determine our task of introducing it ."

Source: Interview with Mr Dhika on 04 August 2023 at the DPD Nasdem Beach secretariat office, Solok Regency.

The results of interviews from the two informants above show that the Nasdem Party Kab. Solok did not conduct systematic research before implementing Anies Baswedan's socialization agenda because this socialization was very open to anyone in the Solok Regency community. However, if the Nasdem Party needs answers to certain questions, the Nasdem Party will make a brief study. This short study was made for and by the Solok Regency Nasdem Party administrators and is not published generally. Research is one part of key performance indicators, which must be carried out. Even though it did not carry out a systematic research stage before socializing it, the Solok Regency Nasdem party has a regular agenda for carrying out activities in the community. So in this research stage the Nasdem Party has carried out general planning to first determine what the purpose of Anies' socialization is to be carried out and then determine the targets of Anies' socialization.

2. Planning

Planning is the same as formulation, namely the process of preparing future steps intended to set strategic goals, as well as designing strategies to achieve these goals. Anies Baswedan's socialization activities are a form of communication carried out by the Nasdem party in introducing the figure Anies as the 2024 presidential candidate from the Nasdem party. By showing the electability of existing figures such as Anies, who became the former Governor of DKI for the 2017-2022 period, with the programs that have been carried out to attract the attention of the public so that they can then win votes in Solok district.

Uses and Gratification Theory is used . The research focus of this theory is the communicant (audience). This theory examines the factors that make individuals willing to accept communication messages. *Uses and Gratifications* was developed by Elihu Katz, Jay G. Blumler and Michael Gurevitch in 1974. This model is built on the basic assumption that humans are very rational creatures and are very active, dynamic and selective towards all influences from outside themselves. A selective audience will choose based on usefulness and to fulfill their personal satisfaction.

This theory reports that the media has no power over the audience. In contrast, audiences are very active in their media use, seeking media to fulfill specific needs. Audiences produce certain meanings after they search for the media. There are five basic assumptions of *the Uses and Gratification Theory* , which were developed by Richard and Lynn H. Turner in the book *"Introduction to Communication Theory: Analysis and Application"*.

1. Active audiences and purpose-driven media use.
2. Initiatives that link the satisfaction of needs to specific media choices remain the responsibility of the viewer.
3. Media competes with other sources to meet demand.
4. People are self-aware enough about their media use, interests, and motivations to give researchers an accurate picture of their use.
5. The value of media content can only be assessed by the audience.

Following are the answers from the informants below :

"The target of socialization is of course all levels of society without exception."

Source: Interview with Mr Dhika on 04 August 2023 at the DPD Nasdem Beach secretariat office, Solok Regency.

"In terms of criteria, of course there is no specific target for this socialization. "Because our system is like this, socialization means introducing, spreading and providing ideas or thoughts from the Nasdem party regarding the figure of Anies, who we think is suitable to be the 2024 presidential candidate because of course he

has gone through many assessments from various parties until finally we are nominating him as the 2024 presidential candidate."

Source: Interview with Mr Dhika on 04 August 2023 at the DPD Nasdem Beach secretariat office, Solok Regency.

The results of the interview from the informant above show that the Nasdem Party Kab. Solok is tasked with disseminating information to the public and allowing the public to judge for themselves regarding the information related to the socialization carried out. This is because at this time the public holds important influence and cannot be forced to receive information, but the role of the communicator in conveying messages is planning socialization in accordance with established procedures in order to achieve a goal of this communication.

According to Hafied Cangara, the first thing that can be done is to carry out initial research and then plan it with clear objectives to achieve the goals that will be achieved in Anies Baswedan's socialization. This planning can be done by determining the communication actions to be taken after previous research to achieve a good communication strategy in socializing Anies Baswedan as the 2024 presidential candidate from the Nasdem Party.

"Because the people of Solok district, I can say that almost 90% like Anies, starting from his character, Anies' religion is very strong, where in Solok district, the majority religion is Islam, which in Minang is called Buya or if outside our area it is the same as ustadz."

Source: Interview with Mrs. Endra on July 31 2023 at the DPD Nasdem Beach secretariat office, Solok Regency.

3. Implementation

Implementation Implementation of a communication strategy is often called a "phase" of strategic management. Strategy implementation means mobilizing the entire organizational structure to turn strategy development into action. The implementation stages can be carried out in the form of broadcasts on television, interviews on radio, placing advertisements in newspapers, placing billboards or banners on the streets, and the departure of the Anies Socialization team to meet face to face with the community in the target locations.

The essence of the implementation stage is only one, namely to disseminate information to all targets that have been determined in the previous formulation. The communication strategy carried out by the Nasdem party in socializing Anies as a presidential candidate to the public so that they know the figure of Anies Baswedan as the 2024 presidential candidate from the Nasdem Party.

" For the current period we are still at the nomination stage, so this is also a stage to socialize Anies Baswedan as a presidential candidate from the Nasdem party. So we are also taking advantage of this stage to introduce Mr Anies to the people of Solok Regency about how Anies' electability starts from the center to the Solok Regency area. And we make it mandatory for every legislative candidate and cadre in every Nagari, from the DPC to the DPRT, to socialize Anies, of course, so that he can win in Solok Regency. Several socializations were carried out, such as: the first through *door to door* and the second through communication means such as websites, Instagram, WA, Facebook, Twitter, TikTok. "So all elements in the management, both in the DPD, DPC and DPRT, always socialize about Anies, either through their own personal social media or directly to the public."

Source: Interview with Mrs. Endra on July 31 2023 at the DPD Nasdem Beach secretariat office, Solok Regency.

The implementation of the socialization also used the means/media used by the Nasdem party to socialize Anies Baswedan as the Nasdem party's presidential candidate, such as billboards which were installed in several sub-districts in Solok Regency.

"We have distributed the facilities or media used, such as billboards, banners, calendars, stickers and tote bags to all villages in Solok Regency. Examples include billboards that already exist in every sub-district. "So all of our legislative candidates,

totaling 35 people, have been obliged to make billboards with pictures of legislative candidates paired with Anies' picture."

Source: Interview with Mrs. Endra on July 31 2023 at the Nasdem Beach DPD secretariat office, Solok Regency

"In my opinion, so far this has been taking place both *door to door* and on social media. "And whether it is effective, of course I say yes because indirectly we have introduced Anies as the presidential candidate of our party."

Source: Interview with Mr Dhika on 04 August 2023 at the DPD Nasdem Beach secretariat office, Solok Regency.

The Solok Regency Nasdem Party in carrying out Anies' socialization is divided into two types of socialization, namely socialization on social media and socialization in the field. However, the implementation of this socialization agenda has not been carried out routinely, especially on social media due to limited human resources which is one of the obstacles. The slowdown in socialization via social media is offset by increasingly intensified socialization in the field. In supporting socialization in the field so that people are more interested, the Solok Regency Nasdem party provided souvenirs such as calendars, tote bags, stickers and so on which were given to people who took part in Anies Baswedan's socialization in the field.

Both outreach via social media and in the field, both are expected to be able to introduce the figure of Anies Baswedan to the wider community, especially the community in Solok Regency, which is the main target of the Solok Regency Nasdem Party. Not only to introduce it, apart from that, it is also to invite the public to vote for Anies Baswedan as a presidential candidate in 2024 so that the public can participate and enliven the elections in 2024.

The results of the interviews from the informants above show how the socialization of Anies Baswedan as a presidential candidate from the Nasdem Party was carried out in different ways but still with the same aim of introducing Anies as a presidential candidate and gaining vote support in Solok Regency. One of the activities that continues to be carried out by all elements related to the socialization of Anies Baswedan to the community around Solok Regency is the installation of billboards from 35 legislative candidates from the Nasdem party who are paired with the presidential candidate figure, Anies Baswedan, in several sub-districts in the district. Solo.

"So all elements in the management, both in the DPD, DPC and DPRT, always socialize about Anies, either through their personal Instagram social media or directly to the public."

Source: Interview with Mrs. Endra on July 31 2023 at the DPD Nasdem Beach secretariat office, Solok Regency.

The socialization of Anies Baswedan as the 2024 presidential candidate to the public was carried out in three ways, namely improving the image of the Nasdem party in society, socializing via social media and personal socializing of legislative candidates from the Solok Regency NasDem Party on personal Instagram social accounts. The three methods above are both considered effective in introducing the figure of Anies Baswedan as the 2024 presidential candidate to the public.

There are three ways which will be explained below as follows:

a. Improving the image of the Nasdem party in society

Improving an organization's image is an effort made by an organization to improve and strengthen the image that the organization has in the eyes of the public. In the context of public relations or *public relations*, improving an organization's image involves various communication strategies and activities aimed at building and strengthening a positive image of the organization in the eyes of the public.

Organizational image is very important because a good image can influence public perceptions and attitudes towards the organization. A positive image can increase trust, credibility and reputation of an organization, and can strengthen relationships with various stakeholders such as consumers, employees, business partners and the wider community.

Below is an example of implementing socialization through billboards in conjunction with legislative candidates and Anies Baswedan in Gunung Talang District and Kubung District.



Figure 2

Examples of billboards installed in Kec. Mount Talang and Kec. Lemur

Source: Research Documentation

In improving the corporate image of the Nasdem Party in the people of Kab. Solok is carried out using a direct approach and also through billboards installed at 14 sub-district points in the Regency. Solo.



Figure 3

Nasdem Calendar and Totebag

Source: Research Documentation

One of the formulas used by the Nasdem Party in creating a communication strategy is to take advantage of the momentum that is being widely discussed. Using figures and creating the latest political issues that are in accordance with the political ideology and new slogans of the Nasdem Patai which are then published on social media such as Facebook, Twitter and websites is one of the Nasdem Party's political communication strategies to shape the Nasdem Party's new image and brand in the elections. next 2024.

b. Solok Regency Nasdem Party Instagram social media

Socialization via social media has various benefits, including:

1. Connecting with new people, social media makes it possible to interact with new people from different parts of the world, expanding your social circle.
2. Information Updates, through social media we can get the latest news, trends and current information.
3. Supporting business growth, for businesses and professionals social media can be an important platform for promoting their products or services to a wider audience.
4. Supporting social activities, social media allows individuals and groups to advocate and voice important social issues.
5. Building personal relationships, with social media you can stay connected with friends and family who are far away, share moments, and maintain relationships even though you are far apart.

Through social media such as Instagram, it can be an effective tool to promote the Nasdem Party and support political activities.

Below are the socialization errors that researchers can see in the Instagram social media activities of Nasdem Solok Regency.



Figure 4
Solok Regency Nasdem Party Instagram Social Media Activities

Source: Research Documentation

a. Personal Socialization of Legislative Candidates from the Solok Regency Nasdem Party

Personal outreach as a legislative candidate (candidate) from the Nasdem Party in Solok Regency can be an effective step to win support from voters. The steps taken were a *Door-to-Door campaign* starting from door to door in various areas of Solok Regency to meet voters directly. This can help build personal relationships.

Apart from that, socialization in order to introduce Anies Baswedan as the 2024 Presidential Candidate from the Nasdem Party was carried out through the personal Instagram account channels of each Solok Regency legislative candidate. Below are the socialization errors that researchers can see in the personal Instagram social media activities of Solok Regency Legislators from Solok Regency Nasdem.



Figure 5
Solok Regency Legislators' Instagram Social Media Activities

Source: Research Documentation

1. Evaluation

The evaluation stage is the final result of a strategy carried out, from the research, planning and implementation stages, whether the objectives of the strategy have been achieved, whether the message conveyed can be well received by the target, whether the media used has been realized well and what the target's actions are. target after receiving and understanding the information conveyed.

This evaluation stage will be a measuring tool for whether achievement is good or not. This is illustrated by the results of interviews conducted with 3 informants who came from the community as message recipients, namely when the researcher asked questions regarding: Are you aware of the socialization of Anies Baswedan as a presidential candidate in Solok district? And the answers to the three informants know.

"Of course I know, because I have seen that in several areas in Solok Regency, billboards have been spread with pictures of Anies side by side with several legislative candidates from the Nasdem Party in several sub-districts in Solok Regency."

Source: Interview with Mr Candra on July 31 2023 via WA

Then the following is the answer from the next informant with the same question. Mr. Rholis knows about Anies' socialization as a Nasdem presidential candidate for the first time in early 2023, where his house is not far from the location of the Nasdem District Party. Solok saw a banner with a picture of Anies displayed large in front of the office .

"Yes I know. "Because I have seen billboards for legislative candidates pairing Anies as a presidential candidate scattered on several roadsides."

Source: Interview with Mr Rholis on July 31 2023 at his home.

Furthermore, according to Mrs. Desfa, the socialization carried out by the Nasdem party has been carried out well. In getting information regarding Anies Baswedan's socialization as the Nasdem party presidential candidate, Mrs. Desfa saw directly from the billboards that had been put up around her house and on the roads leading to her house.

"Yes, I found out from several billboards that have been put up."

Source: Interview with Mrs Desfa on July 31 2023 at her home.

Based on responses from the three people who knew that Anies Baswedan was the presidential candidate from the Nasdem coast from the implementation stage of Anies

Baswedan's socialization as the 2024 presidential candidate. This shows the good performance of the organizers, namely the Solok Regency Nasdem party, in socializing Anies Baswedan to become the 2024 presidential candidate from the Nasdem Party coalition.

2. Reporting

Reporting is the final action of the communication strategy activities that have been implemented. Reports should be made in writing to the West Sumatra Regional Leadership Council (DPW) from the District Nasdem Party DPD. Solok to be used as material for activities. The Nasdem Party DPD does not carry out official socialization reports, only measuring Main Performance Indicators. However, the Nasdem Party DPD provided an accountability report to the West Sumatra Nasdem DPW and the Nasdem DPP. Solok Regency Nasdem Party DPD and West Sumatra DPW

always carry out internal reports every month to the chairman of the West Sumatra Nasdem DPW to then report to the Nasdem DPP located in Jakarta.

The DPD obtains reports from the Subdistrict Leadership Council (DPC), and also the DPRT or Nagari level which will later be reported to the Nasdem West Sumatra Regional Leadership Council (DPW). If the report contains positive and appropriate results, then the communication strategy that has been carried out through the four stages can be used as the basis for the next program.

"And of course this is an order from the center which was conveyed from the West Sumatra Nasdem DPW to the Nasdem District DPD. Solok will also later report back to the center regarding the progress of Anies' socialization in Solok district. So we will report the results and developments to the center for later review. This report is in the form of an official and written report which is sent to the West Sumatra Nasdem DPW for further review. "So our coordination is one-way and tiered from the center to the West Sumatra Nasdem DPW, then to the Solok Regency Nasdem DPD, then the DPD will also coordinate to the DPC/district level and the DPRT/Nagari level."

Source: Interview with Mrs. Endra on July 31 2023 at the DPD Nasdem Beach secretariat office, Solok Regency.

Supporting and inhibiting factors in promoting Anies Baswedan as the 2024 Presidential Candidate from the Nasdem Party are:

1. Supporting factors

The factor that supports the socialization of Anies Baswedan as a presidential candidate is the 90% good response from the people of Solok Regency. This is also a factor that supports this socialization to run in line with the aims and success of the socialization. With a positive response from the community, the process of socializing Anies Baswedan as a presidential candidate will be spread more easily so that it will have a good impact on the Nasdem party and the community as the main target of this socialization is being formed.

"I can say that almost 90% of the people of Solok district like Anies, starting from his character, Anies' religion is very strong, where in Solok district, the majority religion is Islam, which when minang is called Buya or if outside our area it is the same as Ustadz. So we can say that socializing Anies is not difficult for now. "The supporting factor is that the figure of Anies can be said to have a character like the Minang people, namely intelligent."

Source: Interview with Mrs. Endra on July 31 2023 at the DPD Nasdem Beach secretariat office, Solok Regency.

2. Obstacle factor

Not all communication takes place smoothly and without obstacles , but there are limits such as external interference from people who already have candidates from their families so they are not interested in Anies Baswedan's socialization.

"Until now, the most significant inhibiting factor has not been found and is still safe.

"However, there are still obstacles faced by people who do not receive the message because they are not interested in the Nasdem party and people who already have candidates from close relatives."

Source: Interview with Mrs. Endra on July 31 2023 at the DPD Nasdem Beach secretariat office, Solok Regency.

Analysis

The research data obtained by researchers in conducting research on the communication strategy of the Solok Regency Nasdem Party DPD in socializing Anies Baswedan as the 2024 Presidential Candidate is more dominant in the form of qualitative descriptive sentences where the final results of the research are the results of the researcher's interviews with informants as the researcher's main source. The results of the direct interview were recorded using a voice recorder (*cellphone*) and then presented in text according to the results of the interview with the informant. Apart from that, researchers also obtain data in the form of documentation such as pictures with informants as validation of research activities that have been carried out.

In this study, qualitative research methods were applied, therefore, in the data collection process, the researcher carried out a data analysis process which was divided into 3, namely data reduction, data presentation, verification or drawing conclusions as a result of the research. First, data reduction, namely the researcher collects data obtained through interviews with informants using the same question pattern to obtain appropriate answers and then selects the answers so that they do not leave the focus of the research.

Second, data presentation, namely the researcher will carry out data collection in order to get a picture of events at the research location like the data that has been previously reduced. Once collected in the form of pictures, notes and interview results. Next, the research is explained in the form of descriptive text which has been arranged systematically so that readers can understand the results of the research.

Third, verification or drawing conclusions, namely by drawing conclusions from the data and information that has been obtained to answer the problem formulation that has been carried out.

The results of data analysis from the Solok Regency Nasdem Party DPD Communication Strategy in socializing Anies Baswedan as the 2024 Presidential Candidate, namely:

1. Study

The research stage can also be interpreted as a stage in finding facts. This stage aims to find facts or problems that occur to be used as material for formulating a communication strategy that will be carried out by the institution or organization to achieve its goals. Communication Strategy in socializing Anies Baswedan in Kab. Solok Has implemented procedures according to research which has been carried out in accordance with the aim of the Solok Regency Nasdem party, namely introducing the figure Anies Baswedan to the community in the Regency. Solo.

The communication strategy implemented by the Nasdem District Party. Solok utilizes communication media such as billboards and social media which are very easy to access anytime and anywhere. In order to attract public attention, the initial research process was carried out by creating messages that were distributed in the form of calendars, tote bags, stickers which were distributed in several Nagari in Solok district.

2. Planning

Planning is the same as formulating or is a process of preparing future steps to determine strategic goals and designing strategies to achieve these targets. Thus, the formulation stage requires a strategy regarding the selection or determination of sources (communicators), messages, media, targets (segments) and the expected response.

In planning, what is applied is the same as the strategy concept in planning. related parties have provided messages in the form of socialization, then the media as an intermediary or tool used by related institutions to convey their messages to the people of the District. Solok then gave the community the freedom to judge for themselves regarding the socialization that had been carried out.

There are five basic assumptions of *the Uses and Gratification Theory*, which were developed by Richard and Lynn H. Turner in the book *"Introduction to Communication Theory: Analysis and Application"*.

- 1) Active audiences and purpose-driven media use. This hypoarticle shows that audiences can have various levels of activity in media use.
- 2) Initiatives that link the satisfaction of needs to specific media choices remain the responsibility of the viewer. Katz, Bloomler, and Gurevich believe that need satisfaction is related to media selection. The choice of media is in the hands of the audience, meaning that media users are free to determine and choose media to meet their needs.
- 3) Media competes with other sources to meet demand. This assumption explains that the media and audiences do not exist in a vacuum. They are part of a wider community, and their relationships are also shaped by society.
- 4) People are self-aware enough about their media use, interests, and motivations to give researchers an accurate picture of their use. This assumption states that audiences are self-aware when using media. The same goes for interest and motivation.
- 5) The value of media content can only be assessed by the audience. This hypoarticle explains that the audience or society is able to decide on the use of media to achieve goals and evaluate the content of the media.

3. Implementation

In Implementation are the actions chosen in the context of implementing the strategy formulation that has been created. The implementation stage in a party means coordinating all administrators, members and cadres in the Nasdem Kab party. Solok to carry out the strategy that has been formulated. In the implementation stage, Anies' socialization in the community has been carried out by putting up billboards, distributing calendars, tote bags, stickers about Anies Baswedan and also on social media Instagram, Facebook, TikTok. And also the personal social media account belonging to the Nasdem Kab legislative party. Solo.

To get public attention regarding the socialization of the figure Anies Baswedan, the Nasdem Party went directly to the field, both *door to door* and *face to face*, to socialize Anies Baswedan. However, this cannot be said to be effective in reaching the community, because there are still people who have not received information and are aware of Anies Baswedan's socialization.

4. Evaluation

Evaluation is carried out in order to find out the final results of the activities that have been carried out, whether the actual performance is in accordance with the expected performance. Such as whether the media used is effective for implementing the strategy, whether the objectives of the strategy are achieved, whether the message conveyed can be received by the recipient, and what actions the audience takes after receiving and understanding the information conveyed.

The evaluation stage is important to carry out because if the strategy is implemented well then the strategy can be used on subsequent problems, but if there are deficiencies they can be corrected for future learning. In this evaluation, it can be said that it was almost completely successful, because the media used was able to make the public aware of Anies Baswedan's socialization through billboards or social media.

After going into the community and conducting interviews, the public is almost completely aware of the socialization of Anies as a presidential candidate, but there has been no impact on the public's understanding of the figure of Anies Baswedan, so there are still people who don't really understand even though they see Anies' picture on the billboards that have been published. installed.

This fourth stage is the main way to obtain information about whether the strategies that have been formulated have worked well or not. Three things that need to be done in an evaluation are: reviewing internal and external factors from the basis of the strategy, measuring the results of implementation, and taking corrective action

5. Reporting

In the communication strategy that has been carried out, the report written will become material for activities and will become a basis for the next program. So if things are

found that are less than perfect in this program, this program will be used as consideration to revise the program that will be implemented.

In carrying out Anies Baswedan's socialization, the Solok Regency Nasdem Party does not have a special schedule. All details of activities in the socialization related to the report are returned to the respective management in accordance with the job description which will later be collected and evaluated to improve future activities. The form of a report that is not published does not mean that this socialization agenda is simply abandoned, but the responsibility is still carried out by the Solok Regency Nasdem party administrators according to the targets achieved and the team's activity agenda.

CONCLUSION

The Solok Regency Nasdem party implemented a structured communication strategy for the Anies Baswedan Socialization, ensuring a uniform message dissemination from central leadership to administrators and cadres in Solok Regency. This approach aims to support Anies as the 2024 Presidential Candidate, utilizing tools such as billboards, tote bags, calendars, and various social media platforms like Instagram. However, challenges include disinterest in the Nasdem party and individuals with prior allegiance to other candidates.

The research analysis emphasizes a five-stage communication strategy, including Research to identify issues, Planning with Anies Baswedan's socialization, Implementation to disseminate information, Evaluation through interviews with positive responses, and Reporting for future program development. The media used include billboards, tote bags, calendars, and various social media platforms. Supporting factors include positive community responses, while inhibiting factors involve disinterest in the Nasdem party and existing allegiances to other candidates.

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