



## The Dynamics of Political Campaign Strategies: A Case Study of PDIP's Victory in the 2024 Langkat Regency Election

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### Abstract

The dynamics of local political contests in Indonesia often involve complex challenges, ranging from party competition to controversies surrounding candidates. One of the crucial problems faced in the 2024 Langkat Regency Election was the public's skepticism toward the vice regent candidate, which created a risk of declining electability for the Syah Afandin–Tiorita Surbakti pair. In this context, political parties, particularly the Indonesian Democratic Party of Struggle (PDIP), were required to design a strategic and adaptive campaign to secure voter support. The main objective of this study is to analyze the campaign strategy implemented by PDIP in supporting the Syah Afandin–Tiorita Surbakti candidate pair and to examine how these strategies contributed to electoral success despite the controversies encountered. This study employs a qualitative approach with a descriptive method. Data were collected through interviews with party elites and campaign teams, direct observations during campaign activities, and document studies of campaign materials and media coverage. Data were then analyzed thematically to identify patterns in political marketing practices. The findings reveal that PDIP employed a combination of three political marketing approaches: push marketing, which mobilized the party machine across all levels; pull marketing, which highlighted the strengths and vision of the candidates; and pass marketing, which utilized interpersonal networks to strengthen grassroots engagement. These strategies effectively countered negative perceptions, rebuilt the candidate pair's image, and ultimately secured 55% of the vote in the quick count results. The implications of this study emphasize that well-structured political marketing strategies, when integrated with strong party solidarity and emotional proximity to voters, can be decisive in overcoming reputational challenges and ensuring victory in local elections.

**Keywords:** *Campaign Strategy, Political Marketing, PDIP, Regional Elections, Langkat Regency.*

### A. Introduction

Direct elections for regional heads and deputy regional heads provide opportunities for the public to learn about politics, thereby enhancing their critical political skills. Regional elections are the most tangible form of political participation, where the public directly elects their regional leaders (Nisa et al., 2025). Fundamentally, direct regional elections are a democratic mechanism for electing regional leaders, granting the people full rights to determine regional head candidates deemed capable of conveying their aspirations. As a republic with sovereignty vested in the people, Indonesia adopts the principle of democracy in which supreme power rests with the people, reflecting the meaning of true sovereignty with the motto "of the people, by the people, and for the people" (Aditya, 2024). In general, democracy is understood as a system of government in which power is determined by the people. It is the people who choose who has the right to hold power and lead. Indonesia is a country that firmly implements a democratic system (Gaol et al., 2024). Winning a regional election (Pilkada) is no easy feat, as prospective voters have diverse criteria for selecting a regional head. Therefore, an effective and efficient

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political marketing strategy is essential. While a marketing strategy does not guarantee victory, this approach helps promote political parties, candidates, and programs like commercial products. Therefore, political parties and candidates must develop marketing strategies that comply with regulations to legitimately win elections. Various disciplines are used to design targeted and efficient campaigns to achieve victory. The political marketing approach has become popular in Indonesia since the reform era, as new parties have successfully implemented it in their campaigns and gained significant seats in parliament. Political marketing is a campaign method designed to influence voters' choices by creating specific political meanings in their minds. These meanings ultimately determine voters' choices in elections. The term "marketing" has traditionally been more familiar in the business world, where marketing is a discipline that connects producers and consumers in a two-way, simultaneous manner. Political marketing strategies are crucial in regional elections because they are the primary tool for achieving victory and influencing voter decisions. Political marketing is a campaign approach designed to shape political meaning in the minds of voters, which then influences their choices. According to Nursal (2004), there are seven primary media for conveying political products to the public: advertising, direct marketing, special events, personal contact, public relations, merchandise, and political mail. These seven tools can be utilized through three political marketing strategy approaches: push marketing, pull marketing, and pass marketing.

In the 2024 Langkat Regent Election, there are two pairs of candidates competing closely, namely Syah Afandin–Tiorita Surbakti (candidate pair number 1) and Iskandar Sugito–Adli Tama Hidayat (candidate pair number 2). Both are sons and daughters of the Langkat region, although domiciled in different places. The competition between the two pairs of candidates is very strong, considering that they both have a social and cultural base in the region. In this context, political marketing strategies become an important instrument to influence voter perceptions and decisions. Various political marketing approaches, such as push marketing, pull marketing, and pass marketing, are used in an integrated manner to strengthen the position of the Syah Afandin–Tiorita Surbakti pair. This study focuses on the analysis of the campaign strategies used by candidate pair 01 in winning the Langkat Pilkada. The PDIP's decision to support the Syah Afandin–Tiorita Surbakti pair caused controversy among the public. This was due to Tiorita's background as the wife of the former Regent of Langkat, Terbit Rencana Perangin-angin, who was involved in a corruption and human rights violation case. This situation posed a major challenge for the Indonesian Democratic Party of Struggle (PDIP) in building a positive image for its candidate pair. The main issue that emerged was how PDIP's political marketing strategy could overcome the negative stigma attached to one of the candidates, and how the campaign approach used could reverse public opinion and produce victory. Based on the quick count results, the campaign strategy implemented, which included a combination of push, pull, and pass marketing approaches, proved effective. This success demonstrated the strength of the party's solid machinery from the central level to the grassroots, as well as PDIP's ability to reposition itself politically and manage issues appropriately amidst the pressure of controversial issues developing in society.

The main issues that emerged were how political marketing strategies were used to reverse negative public perceptions of the candidates, and how the campaigns were able to create new, more acceptable public images. Furthermore, it was necessary to examine the extent to which the power of party machinery and the management of sensitive issues played a role in shaping opinion and directing voter decisions. Distrust among some members of the public toward figures associated with legal cases presented a significant obstacle to gaining public sympathy. Questions also arose as to whether the success of candidate pair 01 was more influenced by political communication strategies or simply the strength of the party's network and resources. Quick count results showed that the PDIP's combined campaign strategies of push, pull, and pass

marketing successfully built positive perceptions and garnered significant support. This demonstrated the effectiveness of political marketing strategies in overcoming negative pressure and winning contests amidst the complex dynamics of local politics.

The quick count results for the 2024 Langkat Regent Election released by various survey institutions indicated a victory for the Syah Afandin-Tiorita Surbakti (SATRIA) ticket with around 55% of the vote. This result was ultimately realized in the final election results. Various analyses have emerged to examine the factors underlying this pair's victory, one of which is the successful political marketing strategy implemented by the winning team, especially the PDIP party machinery. The victory of the Syah Afandin-Tiorita ticket is inseparable from the important role of the party machinery that works solidly and structured, starting from the central level (DPP), provincial (DPD), district/city (DPC), sub-district (PAC), down to the village and sub-district (sub-district) levels. Coordination and synergy between levels of the party structure are the main strengths in implementing campaign strategies that directly touch the community. In addition, this success is also supported by the image of the candidate leader who is considered superior to his competitors. PDIP's success in Langkat is in line with the party's successful experience in various previous regional elections, such as in Jakarta when Jokowi won, and the tight competition in Bali. This demonstrates PDIP's consistency in implementing an effective political marketing strategy. SATRIA's victory wasn't due to a single approach, but rather a combination of push marketing (directly reaching voters), pull marketing (through mass media and promotions), and pass marketing (involving influential figures in society).

Based on the phenomena described above, this study aims to examine in depth how the Indonesian Democratic Party of Struggle (PDIP), as a political institution with a strong ideological identity, implemented a winning strategy in the 2024 Langkat Regional Election through a political marketing approach. The implementation of this strategy is highly relevant to the final election results, which demonstrated the success of the Syah Afandin-Tiorita Surbakti ticket in achieving victory. Based on this, the researcher is interested in delving deeper into how the Indonesian Democratic Party of Struggle (PDIP), as a political communication actor, systematically and purposefully designs and implements political marketing strategies. This research will focus on analyzing the party's strategic processes, from campaign planning through field implementation to final evaluation.

The primary objective is to understand how this entire series of strategies influenced voter preferences, managed public perception, and resulted in the victory of the Syah Afandin-Tiorita ticket as Regent and Deputy Regent of Langkat for the 2025–2030 period. In other words, this research seeks to answer the crucial question of how modern political communication strategies, particularly political marketing, are utilized by political parties to shape public opinion and gain electoral support in competitive local political contests.

## **B. Methods**

The type of research applied in this activity is qualitative research, which focuses on a more specific and limited context. Qualitative research is rooted in a phenomenological approach, which emphasizes describing and understanding observed social phenomena. The qualitative research process utilizes meaning and context as a theoretical foundation, which helps direct the research focus to align with the realities on the ground. Furthermore, this type of research directly involves the researcher in the events or situations being studied, allowing the researcher to gain deeper and more comprehensive insights into the phenomena being analyzed (Miranda et al., 2025).

In this study, the research variable chosen was the analysis of PDIP's campaign strategy in the 2024 regional elections in Langkat Regency. Therefore, the informants in this study were PDIP, both the campaign team and the coalition parties in the 2024 regional head elections in Langkat Regency.

In this study, data collection techniques used materials related to the role of national mass media in international politics, such as books, journals, and articles. Data analysis techniques are a series of activities that process data collected in the field into a set of results, either in the form of new discoveries or confirmation of hypotheses. In this study, the researcher will carry out four steps: (1) data collection; (2) data reduction; (3) data presentation; and (4) conclusions.

### **C. Results and Discussion**

This research was conducted over two months, from May to June 2025, with the aim of gathering in-depth information regarding the strategies and roles of party structures in the implementation of the Pilkada campaign. In the data collection process, researchers used two main methods: interviews and documentation. The interviews were conducted directly with several key informants who had important roles in campaign activities, including the Chairperson, Secretary, Treasurer, and the campaign team from the Indonesian Democratic Party of Struggle (PDIP), who actively participated in organizing various campaign activities. Through these interviews, researchers sought to gain a more comprehensive understanding of the party's internal dynamics, the political strategies used, and the challenges faced during the campaign process.

#### **1. Campaign Strategies Used by PDIP in the 2024 Regional Elections in Langkat Regency**

This political strategy is a method, tactic, or mechanism carried out by an individual or group of people with political ideas that they understand with the aim of being able to compete with other individuals or groups who have the same goals, so that the strategy implemented can make them win the political battle. Therefore, this political strategy is a very important step for a candidate who wants to compete for power. Therefore, it is also necessary to pay attention to the strategy or method that will be used in order to compete with opponents and achieve the desired goals.

Many political strategies include the hope of achieving victory in political battles, such as regional head elections (Pilkada) campaigns. The goal of creating a campaign strategy is to convey a message to the public, thereby influencing and winning the vote, thus winning the upcoming regional head elections. Furthermore, it can also involve engaging with the public, fostering loyalty, and so on. The importance of using this political strategy is emphasized in a journal written by Windawati Pinem (2022) entitled: "Cross-Ethnic Politics as a Political Strategy for the Winning Candidate Pair Radiapoh Hasiholan Sinaga & Zonny Waldi in the 2020 Simalungun Regional Elections," Vol. 7, No. 1, as follows:

"Strategy is a technique used to realize political ideals, which is part of political marketing. The goal of this political strategy is to win the increasingly fierce competition. Therefore, it is crucial to use strategy to achieve victory in political battles. Using the right strategy will facilitate mapping out the desired targets (Pinem, 2022)." Regional head elections (Pilkada) are a concrete manifestation of the democratic process in Indonesia, where the people directly elect regional leaders, both at the provincial and district/city levels. Over time, the implementation of Pilkada has undergone various changes, from the election mechanism to its impact on the Indonesian government system. Peter Schorder divides political strategies into two basic types: offensive

strategies and defensive strategies (Suhara & Kamaludin 2021). Offensive strategies in the context of elections are divided into two: market expansion strategies and market penetration strategies. This market expansion strategy aims to form a new voter base in addition to the existing base. This strategy can be implemented through campaigns by offering or displaying clear differences regarding the superiority of the candidate's program or party compared to the opposing candidate. Furthermore, a defensive strategy is a strategy undertaken to maintain the market (Agung et al., 2022). The purpose of this strategy is to compete with other candidates or parties by retaining their regular voters and strengthening the understanding of seasonal or new voters. This means that the party or candidate will try to retain loyal voters and will also provide guidance and input aimed at seasonal or new voters so that they will continue to vote for their party or candidate with the aim of gaining power in the ongoing political battle.

The same is true for the PDIP, a coalition party for candidate pair 01, Syah Affandin-Tiorita. As a coalition party, they also implemented a political strategy in the election, which was followed with the aim of helping them gain sympathy and empathy from the public so they could win the 2024 Regent and Deputy Regent election in Langkat Regency. In the 2024 Regent and Deputy Regent election, PDIP made every effort to gain public support by using various permissible means. PDIP officially declared its support for candidate pair 01 in the Langkat Regency Regional Head Election (Pilkada). This decision was not taken spontaneously or without consideration, but rather a follow-up to instructions and directives issued by the PDIP Central Leadership Council (DPP). In this regard, the PDIP Central Executive Board (DPP), as the highest authority within the party's organizational structure, mandated all regional levels, including the Langkat Regency PDIP Branch (DPC), to safeguard the party's strategic policies for the 2024 simultaneous regional head elections. The determination of support for candidate pair 01 was based on internal political studies, evaluations of the candidate pairs' track records, and the alignment of their vision and mission with the party's ideology and direction. For PDIP, the decision to form a coalition is not merely a tactical one, but also part of an effort to build synergy with regional leadership candidates deemed capable of representing the values of the people, nationalism, and support for the grassroots, which are the party's core values.

As a party with strong roots in society and committed to continuously fighting for the people's interests, PDIP assesses that candidate pair 01 possesses the capability, integrity, and a vision for regional development that aligns with the party's ideological principles. Therefore, the entire party structure, from branch administrators and sub-branches to volunteers and sympathizers, is directed to provide full support for candidate pair 01's victory as part of the implementation of the PDIP Central Executive Board's political instructions. With this step, PDIP not only fulfills its structural obligations as a cadre party but also demonstrates political consistency in maintaining internal solidarity and strengthening its position at the local level. Support for candidate pair 01 is expected to significantly contribute to building a more advanced, sovereign, and people-centered Langkat.

Although only a coalition party, PDIP has designed, formulated, and implemented various strategies to secure victory for the Syah Affandin-Tiorita ticket in the 2024 Regent and Vice Regent election in Langkat Regency. PDIP has implemented two strategies developed by Peter Schorder to achieve victory: offensive and defensive strategies. In an offensive strategy, namely seeking new voters, PDIP first determines which supporters will be its primary targets, namely determining first-time voters and older people as the main targets in the Regent and Deputy Regent election. PDIP believes that both first-time voters and older people are crucial to victory in the Regent and Deputy Regent election, thus making all groups the main targets for becoming supporters. Then, after determining the main target to be made supporters, PDIP began to determine the appropriate strategy to use to approach and win the hearts of the community, both among older people and among young people as first-time voters.

The effectiveness of the PDIP campaign strategy was evident in the increased public enthusiasm for campaign activities, the active involvement of young volunteers, and the positive public response to direct engagement. However, the primary measure is the vote share achieved by the candidate pairs and the sustainability of post-election relationships. Activities close to the community and personal engagement have been shown to increase trust and emotional closeness between candidates and voters. This strategy also reflects PDIP's ability to understand the needs and social characteristics of the Langkat community. Although not explicitly explained in previous documents, PDIP's campaign approach can be strengthened by utilizing social media such as Facebook, Instagram, and WhatsApp. These media allow for widespread and rapid message dissemination, particularly to reach the younger generation. Traditional media such as billboards, banners, and brochures remain relevant, particularly in rural areas. The balanced use of digital and traditional media reflects adaptation to technological developments and the demographic characteristics of Langkat Regency.

The success of the campaign was also determined by internal party cohesion and the role of volunteers. PDIP was not only a supporting party but also a key driving force, developing strategies, organizing activities, and managing the distribution of campaign logistics. Volunteers served as the primary liaison between the candidates and the public, ensuring that campaign messages were well-received. With a structured strategy and a humanistic approach, PDIP successfully positioned itself as a party responsive to the needs of the Langkat community, while simultaneously strengthening the position of its candidate pair in the 2024 regional elections.

## **2. Political Marketing Used by the Langkat PDIP Branch in the 2024 Regent and Deputy Regent Elections**

Political marketing is often interpreted as a political marketing concept, namely a series of planned, strategic and practical activities in disseminating political meaning to the public as voters to be able to influence the minds of voters and also to be able to make candidates or political parties successful by using various marketing approach methods carried out in competing and fighting for the market. The use of political marketing in elections to compete with opposing candidates is essential. By using political marketing, a candidate can plan a sound and appropriate strategy for engaging with the public as voters. Furthermore, using political marketing can address strategic needs that can lead to electoral victory. Political marketing can also help a candidate develop work programs, monitor opposing strategies, market political ideas, promote products to voters, build a positive image for voters, and engage with the public as voters regarding current political developments.

There are several goals of political marketing: 1) influencing voters and winning voter support in general elections or other elections; 2) building a positive image for a candidate or political party; 3) building credibility, introducing political products and platforms, and communicating political messages to the public as voters; and 4) enabling the public to recognize and evaluate the performance of prospective leaders through the various methods and media used to convey political messages to voters.

The Indonesian Democratic Party of Struggle (PDIP), a coalition party supporting the Syah Affandin-Tiorita candidate pair, also employed political marketing by developing effective and appropriate strategies to garner support from the public as voters. In this study, the researcher will outline the marketing strategies employed by PDIP based on Adman Nursal's (Bastian, 2022) mix of political marketing elements: positioning, policy, person, party, presentation, push marketing, pass marketing, pull marketing, and polling. The political marketing approach employed by the Indonesian Democratic Party of Struggle (PDIP), the coalition party for the Syah Affandinh-Tiorita candidate pair, is positioning. Positioning is defined as a form of

competitive advantage over competitors. This advantage can be demonstrated from any perspective to differentiate itself from rival candidates. In this positioning approach, PDIP first implements a strategy of monitoring the strategies and information related to the opposing candidate. Furthermore, the PDIP is strengthening its positioning by conveying a narrative of sustainable development. This means that voters are encouraged to see that choosing candidate 01 is a continuation of the development efforts initiated previously. In this way, the PDIP not only differentiates itself from other candidates but also creates the perception that only this candidate is capable of continuing the programs that have been successfully implemented.

The second political marketing approach is policy, namely the policies or work programs offered to voters. According to Firmanzah (201), the policy approach in political marketing emphasizes the importance of work programs and political promises as a means of communication between candidates and the public. In this context, the PDIP, as a coalition party in the 2024 Regent election in Langkat Regency, seeks to win the hearts of the public by conveying work programs that are in line with the needs and expectations of residents. Furthermore, the work programs of the candidate pair supported by PDIP, Syah Affandig-Tiorita, are conveyed to the public through various campaign media, both directly (face-to-face, dialogical campaigns) and indirectly (billboards, brochures, social media). Thus, the public not only gets to know the candidates but also understands the concrete solutions offered to the problems they experience. In this personal approach, PDIP builds a positive image in front of the public by first identifying itself and then establishing a goal of how it wants to be perceived by the public. The personal approach employed by PDIP in the context of the Regent election is part of the candidate's personal branding strategy for the public. This strategy is crucial in shaping public perception, particularly in increasing electability and public trust in the candidate being nominated. PDIP not only emphasizes programmatic aspects but also builds the personal image of the nominated figure so that they are recognized as a worthy leader.

The fourth political marketing approach is party. A party, commonly referred to as a party, is the political organization to which a candidate belongs. Typically, in regional elections, candidates from one party will form a coalition or seek support from other parties. In the 2024 Langkat Regency election, the Indonesian Democratic Party of Struggle (PDIP) was one of the main political parties supporting the Syah Affandin-Tiorita ticket. As a party with a strong organizational structure from the central to the sub-district level, PDIP plays a crucial role in mobilizing the political machinery at the grassroots level. PDIP's involvement is not only administrative as a supporter, but also strategic in designing and implementing direct campaign activities, including building the candidate pair's image in the eyes of the public. The fifth political marketing approach used by PDIP is presentation, which is how a candidate conveys a political message or work program to voters. In this political marketing, presentation is not only a medium for conveying messages, but voters also see how the delivery and presentation are carried out by the candidate, because it can produce different political meanings in the minds of voters. PDIP conveys political messages and work programs by holding direct meetings, namely face-to-face meetings with the community, can be through socialization held by PDIP and its campaign team, then also through door-to-door visits to residents' homes, then also by attending every event held in the village, for example, that allows for socialization, such as religious study events and events held by village youth. In the context of the 2024 Pilkada in Langkat Regency, this approach is very important considering the geographical and sociological characteristics of the area which consists of rural and semi-urban areas, where direct interaction with the community remains the most effective way to build emotional closeness. The sixth political marketing approach is push marketing, which is an effort by a candidate to provide incentives or encouragement to voters with the aim of encouraging them to participate enthusiastically in the election. In this regard, the Indonesian Democratic Party of Struggle (PDIP) has developed

a strategy to provide this incentive by holding direct meetings with the community in Langkat Regency, including socialization sessions, rotating meetings at residents' homes, visiting coffee shops, and attending every event held in Langkat Regency. This strategy demonstrates that PDIP is not only striving to increase the electability of its candidates but also to build strong relationships with the community. The seventh political marketing approach used is pull marketing, which involves media used to convey political products, messages, or work programs offered to the public. In this case, the PDIP uses electronic media, banners, and billboards to convey its political message. The eighth political marketing approach is pass marketing, a strategy used by the Indonesian Democratic Party of Struggle (PDIP) to engage individuals and groups who can influence voter opinion. Research has shown that PDIP's campaign involves several influential figures, including community and religious leaders in both rural and urban areas. Collaborating with or involving these influential figures can help PDIP gain support from the public, as voters are easily influenced by elected figures who have influence in both rural and urban areas.

The final political marketing approach is polling, a form of research or survey conducted to determine the direction and goals of the election, as well as to determine public desires, the extent of campaign coverage, what strategies or work programs need to be added and what needs to be removed, and so on. In this context, PDIP and its campaign team adapt the candidate's work program to the needs of the community by conducting direct surveys to hear community complaints about common problems in villages and to directly observe what is happening in those villages.

#### **D. Conclusion**

Based on the results of research on the campaign strategy of the Indonesian Democratic Party of Struggle (PDIP) in winning the candidate pair Syah Afandin-Tiorita Surbakti in the 2024 Langkat Regency Election, it can be concluded that the party's success in this local political contestation is the result of implementing a systematic, measurable strategy based on an effective political marketing approach. PDIP is able to combine offensive, defensive, and image strategies in a balanced manner. The offensive strategy is carried out by reaching new voters, especially young people (Generation Z), through creative and educational approaches, such as mobile legends tournaments, futsal matches, and content creator training. Meanwhile, the defensive strategy is implemented by strengthening the traditional and loyalist voter base through consolidation activities down to the branch and sub-branch levels and the active involvement of community groups such as mothers' groups and community forums.

The PDI-P also demonstrated maturity in selecting appropriate campaign media based on voter segmentation. For urban communities and the younger generation, social media became the primary tool for political communication, while for rural communities and the elderly, the PDI-P still relied on conventional campaign media such as billboards, brochures, and banners. This tailored media approach expanded the campaign's reach to all levels of society. The success of this campaign strategy was also inseparable from the strength of the party's solid structure, from the central level to the village level, as well as the militancy of its cadres and the spirit of mutual cooperation in financing and mobilizing campaign resources. The involvement of local figures and support from coalition parties such as Golkar, PAN, Nasdem, and others also strengthened the legitimacy of the PDI-P candidate pair.

Despite this, the PDI-P continues to face various challenges, such as limited funding, uneven distribution of campaign materials, internal party dynamics, and the presence of smear campaigns and money politics from opposing parties. However, through appropriate issue



management and adaptive political communication, the PDI-P has managed to maintain public trust and win the regional election. Therefore, the PDI-P's success in the 2024 Langkat regional election was not the result of an instant strategy, but rather the accumulation of a well-planned process, strong organizational consolidation, and a deep understanding of the socio-political characteristics of the local community. The PDI-P's campaign strategy can serve as a case study on how political parties can manage public perception and win political contests amidst complex challenges.

## **Acknowledgment**

Based on research at the Langkat Regency PDIP Branch Office regarding PDIP's campaign strategy in the 2024 Regional Head Election, several recommendations are proposed for improving future strategies. For the elected Regent and Deputy Regent, Syah Affandin and Tiorita, it is important to uphold the people's mandate with honesty, fairness, transparency, and commitment to realizing their campaign vision of a prosperous and sustainable Langkat while avoiding nepotism and discrimination. For the PDIP Branch, strengthening grassroots structures, improving political communication, conducting regular evaluations, and enhancing cadres' capacity in digital politics are essential to sustain effective campaigns. The people of Langkat are encouraged to exercise voting rights wisely by considering candidates' integrity, leadership, and work programs rather than mere popularity, thereby fostering accountable governance. Finally, future candidates should prioritize ethics and integrity by focusing on political education, realistic programs, and objective information, while avoiding black campaigns and money politics to maintain the quality of democracy and set a positive example for future political generations

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