

POLITICAL PARTY STRATEGIES IN ELECTION 2024 IN SINGKAWANG CITY (CASE STUDY OF PDIP AND PKB)

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ABSTRACT

Simultaneous elections in 2024 are a democratic party agenda that is held every five years. This research aims to describe how political party strategies are preparing for the 2024 elections. In 2017, PDIP and PKB were the two winning parties in the singkawang city regional head election. These two parties each have a large mass support base in Singkawang city also more important were the 1st and 2nd winner of general election 2024 that will be the object of this research that will be the object of this research. By using a qualitative approach, namely through in-depth interviews for primary data and and using secondary data sources such as news, journal articles and documentation to obtain complete data. Data analysis is carried out by filtering information and validating data by triangulating sources with the aim of increasing the validity and reliability of research results. The author found that both parties have their own strategies in an effort to win the 2024 elections, namely through offensive and defensive strategies. Offensive strategies are strategies that focus on expanding the voter market while defensive strategies are more about internal party strengthening and coordination.

INTRODUCTION

General elections are an instrument of democracy, which is the seat of popular sovereignty. In a democratic country, elections that truly reflect the voice of the people determine the country's survival, determining the nation's fate and goals (Mustafa, 2023). Elections give people the opportunity to choose their leaders and representatives based on their conscience. Elections are also a fair moment for political parties as a forum to fill positions in government fairly and openly. The electoral system, which tries to be clear and transparent and has been approved by all groups, makes elections always a subject of debate and discussion every five years (Kusmarti, 2023).

Political parties are one of the main actors in the electoral process. Political parties are competing to win the election, because winning the election will give them the power to lead the country. According to Miriam Budiardjo, political parties are organizational platforms that can unite the people. Through a process in which people's thoughts and



orientations are strengthened, the influence of political parties is even greater than decision makers (government) (Budiarjo, 2007).

In anticipation of the 2024 concurrent elections, political parties have taken steps to develop tactics and initiatives to appeal to potential voters in order to secure victory in the polls. Political party strategies in winning elections vary among different parties (Bachtiar, 2022). An often employed tactic by political parties is the implementation of campaign strategy. Campaign plans play a crucial role in the election process as they serve as a means to promote political parties and candidates. Furthermore, campaign methods serve as a means to sway voters towards selecting specific political parties. Political parties employ campaign strategies that rely not just on the merits of their programs or ideas, but also on the attributes of the electorate. Political parties endeavor to ascertain the demographic attributes of voters, including age, gender, occupation, education, and religion. Political parties can devise efficient campaign strategies by understanding the attributes of voters (Davis, 2019). Political parties can strategically focus their campaigns on young voters by utilizing social media platforms that are predominantly popular among the younger demographic.

Nevertheless, relying solely on campaign plans is insufficient to guarantee the success of political parties in securing votes during general elections. The occurrence of money politics, which possesses the capacity to undermine the integrity of democracy, poses a significant challenge to political parties that aspire to secure electoral victories by legitimate means. Money politics is employed as a pragmatic tool to efficiently gather popular votes. This phenomenon is characterized by its extensive scale, while its impact is not universal (Hawing, Fadillah, & Parawu, 2020). Hawing's (2021) research indicates that money politics has a significant impact on 53% of individuals' political engagement. This implies that over half of the population selects candidates for public office based on financial considerations in politics. If political parties fail to implement effective campaign strategies and provide political education to the public to combat the influence of money in politics, it poses a significant threat to the quality of democracy.

Political parties must also develop ways to effectively handle internal conflicts. Political party alliances can be disrupted by internal tensions, leading to electoral losses (Barokah, Maryanah, Darmastuti, & Hertanto, 2022). Hence, political parties must employ tactics to effectively handle internal disagreements, such as engaging in deliberation or fostering dialogue among party members. Political parties must also take into account coalition plans while aiming to win elections. Coalition strategies involve collaboration and cooperation with other political parties. According to Gunawan, Bainus, and Paskarina (2020), employing coalition strategies can enhance the likelihood of achieving victory in elections.

Nevertheless, coalition techniques include inherent hazards, including potential conflicts of interest among the political parties involved in the coalition. Hence, political parties must carefully deliberate on the alliance approach they will implement. This study seeks to examine the successful tactics employed by political parties in navigating the 2024 concurrent elections in Singkawang city, located in West Kalimantan. The researchers aim to analyze the techniques employed by political parties in their



efforts to secure victory in the upcoming 2024 simultaneous elections. The focus of this research is on the Indonesian Democratic Party of Struggle (PDIP) and the National Awakening Party (PKB). These two parties possess a substantial and influential support base inside the Singkawang city region. The PDIP and PKB parties in Singkawang City have secured the top two positions in the 2024 legislative general elections, confirming the effectiveness of their adopted strategy. In the 2024 concurrent elections, PDIP secured 5 seats in the Singkawang City DPRD, accounting for 15.7% of the total seats. PKB also won 5 seats, representing 14.11% of the total seats. These election results reflect the public's confidence in the parties' performance. It is intriguing to study the techniques employed by both parties to secure victory in the 2024 concurrent elections.

Singkawang City is one of the municipalities in West Kalimantan that has a unique proportion of political parties and voters. As a city known as the "amoy" city, which refers to the majority of its population being ethnic Chinese, this city ethnically consists of three major ethnicities, namely Chinese (40.38%), Malay (36.72%) and Dayak (7.26%) (SINGKAWANG, 2024). The data shows that Chinese ethnicity is the majority ethnicity that influences voter preferences in every political agenda such as regional head elections. In 2017-2023, the city of Singkawang was led by the first female mayor from the Chinese ethnic group, namely Tjhai Chui Mei who is a cadre of the Indonesian Democratic Party of Struggle (PDIP). The victory of the ethnic Chinese female mayoral candidate in Singkawang City shows that the party machine carried out a very effective and efficient political communication strategy to win its cadres in the battle to win voters' votes in the 2017 Singkawang City election.

METHOD

The research methodology employed in this study is a qualitative descriptive technique. Qualitative descriptive research seeks to get a comprehensive comprehension of the social situation being investigated. The research collects primary data using documented data collection methods sourced from interviews and observations. The primary data for this research was acquired from sources, specifically the Head of the PDIP and PKB Election Winning Bodies in Singkawang City, who provided pertinent information for this research. The author utilizes secondary data to corroborate and authenticate the findings obtained from interviews with various sources. Secondary data of this nature is derived from sources such as journals, news articles, books, reports, and other relevant materials (Sugiyono, 2014). The obtained data is pertinent to the research issue, specifically concerning political party plans for winning elections in Singkawang City in 2024.

Subsequently, an examination and thorough exploration of the social reality is conducted, followed by the formulation of a conclusion in the shape of a comprehensive comprehension of these realities. The employed analytic technique is qualitative, involving the categorization of received data based on predetermined categories established by the researcher. Subsequently, the data is condensed and tailored to align with the research subject. Once the data has been processed, the researcher examines it



to address research inquiries and derive conclusions from established discoveries (Ruslan, 2006).

RESULT AND DISCUSSION

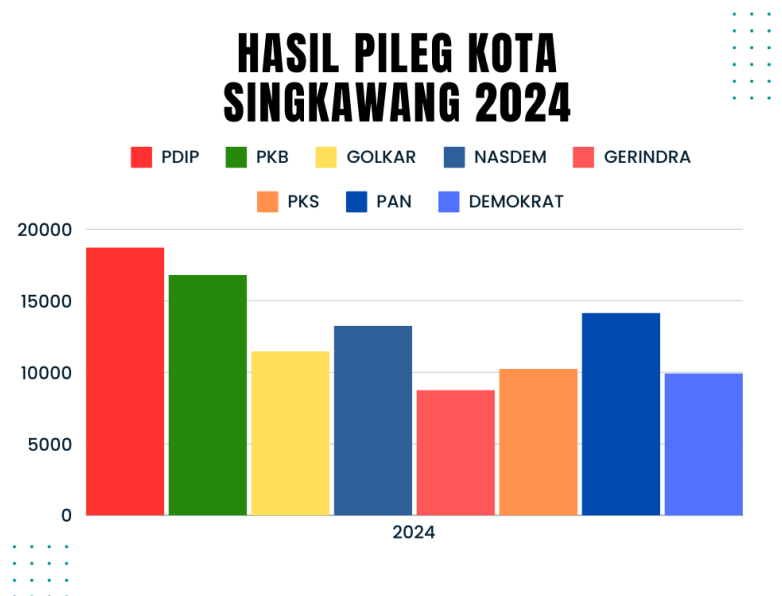
POLITICAL PARTY STRATEGIES FOR GENERAL ELECTION 2024

An election is a democratic procedure carried out by the populace to choose leaders and representatives at both the national and local levels. The election is regarded as a celebration of democracy as it selects delegates to formulate policies and act as the voice of the populace (Muhammad, et.all, 2020). Elections serve as a democratic process by which the community selects representatives to assume various public posts, with the aim of advocating for the people's interests and ambitions.

Political parties are a fundamental component of the democratic system in Indonesia. General elections, which enable individuals to choose their representatives for executive or legislative positions, must also follow party protocols. This demonstrates the critical role that political parties play in cultivating community leaders. Saleh (2008) argues that political parties serve as a means for individuals to exercise their sovereignty. Popular sovereignty is a basic principle in a democratic country. Since gaining independence, Indonesia has been dedicated to fulfilling the democratic mandate, wherein the power lies with the people and political parties serve as means to obtain this power.

Typically, a political party serves as a vehicle for a collective of individuals who hold common beliefs, ideals, ideas, and perspectives on life, enabling them to engage in political activism. Political parties, being closely connected to power, have the primary objective of acquiring and retaining power. This pursuit of power ultimately results in advantages for every member of the party, whether they are aware of it or not. Political parties not only strive to attain political power but also have a crucial role and function in promoting political progress. Political parties contribute to political growth by fostering increased people's political participation (Djuyandi, Habibie, & Maula, 2024). Budiardjo (2007) argues that political parties emerge as a result of a shared vision, mission, orientation, values, goals, and ideals. These parties aim to achieve their principles by implementing programs in accordance with the Constitution, with the ultimate goal of gaining political power and securing seats.





Graph 1. Singkawang City Legislative Election Results 2024

Source: (data processed by author, 2024)

With the upcoming 2024 simultaneous elections, political parties have devised diverse methods and approaches to secure the votes and support of the public, aiming to secure positions in both the executive and legislative branches. Strategy is a methodical and organized strategy that encompasses the process of devising, implementing, and carrying out ideas within a specific timeframe. An essential attribute of a strong and efficient strategy is the proficient synchronization of work teams, explicit themes, recognition of supporting components, and quantifiable execution of concepts. The authors Kaslam and Sulistiani (2021) assert that they possess a commendable approach to accomplishing objectives with both effectiveness and efficiency. Schröder (2010) identifies two distinct political strategies: offensive and defensive strategies.

A defensive approach is employed by political parties that prioritize internal organization over external engagement. Defensive methods enable political parties to maintain a capable and efficient party apparatus, resulting in consistent and quantifiable organizational excellence. Defensive methods can be implemented by enhancing the caliber of personnel through a thorough and meticulous recruitment procedure, thereby generating competent individuals who can make constructive contributions to the party. The recruitment process is a crucial procedure in which the party assures that the individuals joining the party have high caliber and, more importantly, share the same vision and objective for the party's cause. Political education about party ideology for party cadres is an essential procedure that must be conducted to guarantee that each cadre possesses a robust party ideology and is prepared to advocate for the party's objectives both within and outside the government.

Political parties must engage in party consolidation, alongside recruitment, to guarantee organizational stability, robustness, and cohesion. Consolidation is a crucial procedure that political parties must do to ensure the smooth and effective operation of their organizational structures. Party consolidation is a crucial factor in shaping the



party's approach to winning elections. The process of party consolidation plays a crucial role in establishing a firm groundwork for political parties, preserving their integrity, and enhancing their prospects of achieving electoral triumph. This approach also serves to mitigate internal schisms and disputes that have the potential to weaken the efficacy of political parties in attaining their objectives (Katz & Mair, 1995).

Political parties employ offensive techniques alongside defensive ones to bolster their internal strength. These offensive methods are aimed at mobilizing public support and securing votes for the party in general elections. Parties employ many offensive techniques, including conducting political impression polls, deploying party cadres to engage with the local community, running social media campaigns, and using campaign props like billboards and banners strategically. Political parties are organized entities that strive to acquire popular support and votes with the aim of attaining governmental authority in both the executive and legislative branches (Chiaramonte, 1998). Given the election cycle of every five years, political parties are required to develop an optimal plan to secure the support of voters and attain governance in their respective areas. Political parties employ a variety of well-planned methods, beginning with the recruitment of party members and extending to grassroots-level campaigning.

STRATEGY OF PARTAI DEMOKRASI INDONESIA PERJUANGAN (PDIP) IN SINGKAWANG CITY

The PDIP party in Singkawang City emerged as the victorious party in the 2019 Singkawang City Pilkada. The party garnered a cumulative total of 5,140 votes, enabling it to get five PDIP delegates in the Singkawang City DPRD. The election of PDIP cadre, Tjcai Chui Mei, as Mayor of Singkawang was significantly influenced by these findings. Sujianto, as the Chairman of the DPC PDIP Singkawang City, and Anton Triady, as the general chairman of the victorious PDIP Singkawang City organization, led the successful election campaign in Singkawang city (Kartika, 2019). In the 2024 election, the PDIP party in Singkawang City emerged victorious once again, earning 18,725 votes and thereby obtaining five seats in the Singkawang City DPRD. This demonstrates the efficacy of the method employed by the Singkawang City PDIP in consistently securing the highest number of votes in the 2024 election.

Singkawang City is renowned for being the stronghold of the political party that bears the symbol of a white-muzzled bull. PDIP has routinely been victorious in the Singkawang city elections since 2014. With a voter base predominantly composed of ethnic Chinese, PDIP successfully garnered support and enticed inhabitants of Singkawang city to participate in the election. The election triumph can be attributed to the party's strategic efforts to secure the votes and support of the people of Singkawang city, resulting in it becoming the party with the highest number of votes (Anwar, 2019). The author discovered several measures implemented by the Singkawang PDIP DPC management to regain victory in the next 2024 simultaneous elections in Singkawang City, based on interview findings.

1. Online Recruitment System

PDIP has an open recruitment mechanism to select party cadres and legislative candidates for the upcoming 2024 elections. The recruitment system for legislative



candidates, also known as open recruitment, enables individuals interested in running as candidates for specific political parties to participate in the online registration and selection process. This process is facilitated through a platform or website provided by PDIP. Prospective legislative members have the ability to register online via the platform. Participants must complete a registration form, submit the necessary documents, and provide personal information. The PDIP Center will establish the criteria that legislative candidates must fulfill in order to register. These criteria may encompass factors such as age, citizenship, party affiliation, or other relevant documentation. Upon the completion of the registration process, party leaders will evaluate and choose the candidates for the legislative positions. Interviews, file assessments, or other evaluations may be included as components of this selection process. Upon the conclusion of the selection process, political parties will publicly declare the individuals who meet the criteria to be considered as candidates.

The recruiting procedure is conducted centrally, with the Singkawang PDIP DPC being responsible alone for announcing the results of the selection of legislative candidates who have successfully passed, and thereafter checking the applicants again. Out of the 59 applicants, only 30 individuals successfully met the screening criteria and were officially registered as parliamentary candidates representing PDIP in Singkawang City. This figure demonstrates that the PDIP's process of selecting parliamentary candidates is conducted in a transparent manner and aims to reduce the practice of appointing candidates based on personal trust, which might potentially harm the party's reputation in the eyes of the public. Following the selection process at the central level, the legislative candidates who have been successful are provided with debriefing and cadre education to ensure that each member is aligned with the party doctrine and has a clear direction for their political efforts.

"The Party conducts a psychological test and assigns a weighted score based on the length of experience in the party. Those who register are then evaluated at the Central DPP level, where the center makes the final decision." (YH, DPC PDIP SINGKAWANG, Interview July 6, 2023).

Implementing recruitment through this open approach has several advantages, the primary one being the democratization of the selection process for prospective party cadres. Political parties, as vehicles of popular sovereignty, should provide the most extensive possibility for the citizenry to participate in their ranks. Open recruitment ensures equal opportunity for all individuals to register as party cadres and participate in the established selection process. This idea promotes the democratization of the party in order to enhance public confidence in the party. Furthermore, in the present age of digitalization, it is imperative for political parties to implement digital systems for party administration. This will facilitate the transparent monitoring of the party's internal processes.



2. Legislative Candidates Come from Origins

The initial phase of recruiting PDIP candidates in Singkawang City involves the selection of legislative candidates via an open Internet procedure. Once chosen through the selection process, the Singkawang City PDIP DPC would strategically assign parliamentary candidates to certain electoral districts based on their respective origins. The chosen candidates for DPC PDIP Singkawang must possess a profound comprehension of local matters. Political parties can aid candidates in constructing platforms that align with the requirements of their electoral constituencies. It is anticipated that candidates who originate from their district will contribute to resolving the issues encountered in their region. These candidates serve as the community's spokesperson, advocating for their interests to the government and potentially leading to the development of legislation that benefits the people.

"All representatives present are leaders from ethnic, gender, and community backgrounds. The recruitment process is open, and our PDIP recruitment system is online, allowing anyone to register as a candidate at the DPC, Provincial, and Central levels." (YH DPC PDIP SINGKAWANG, Interview July 6, 2023).

The underlying principle of this method posits that voters are inclined to support candidates hailing from their own regions. There are multiple reasons why voters tend to support politicians from their local region. Firstly, individuals hold the belief that legislators hailing from their region possess a superior comprehension of the community's problems and needs. Secondly, they perceive legislators from their region as being more trustworthy in representing their interests. Lastly, they perceive legislators from their region as having stronger connections and influence within the area.

Expansion of the voter market

3. Voter Market Expansion

Voter market expansion tactics are employed during elections to cultivate new voter demographics alongside the existing ones. Hence, it is imperative to present novel and inventive proposals to voters who have already cast their ballots for rival candidates. Therefore, what is being referred to here is a genuine competitive approach, in which various candidates vie for a specific portion of the voting population. An initial campaign should be developed to inform the public about the new plans and highlight their superiority over rivals' solutions.

The DPC PDIP Singkawang acknowledges that political campaigns should not solely focus on disseminating the vision and mission of political parties to the general public, but should also adopt a door-to-door approach. The DPC PDIP of Singkawang City employs a ball pick-up approach, wherein volunteers and the success team of legislative candidates actively engage with the community to receive and listen to citizens' goals regarding the city of Singkawang. The field data and interviews revealed that party volunteers performed a search for voters who were not included in the list of potential voters (DP4). Volunteers' data gathering reveals that around 3000 individuals in



Singkawang City are eligible to vote but have not been included in the permanent voter list maintained by the Singkawang City KPU (Anwar, 2019). Based on these discoveries, the party's successful team engaged with the KPU in order to obtain permission to gather data on those who have not been registered.

STRATEGY OF PARTAI PARTAI KEDAULATAN BANGSA (PKB) IN SINGKAWANG CITY

The National Awakening Party is a political party with a large and diverse support base in Singkawang City. According to the 2019 election results, PKB secured 3 seats in the Singkawang City Regional People's Representative Council (DPRD), which accounts for 10% of the total seats allocated to parties affiliated with Nahdatul Ulama (NU) based on votes. In the 2024 elections, the PKB party secured the second position, trailing behind the PDIP party, with a total of 16 thousand voters (14.11% of the total votes). Additionally, the PKB party won 5 seats in the Singkawang City DPRD. PKB Singkawang City has achieved a significant milestone by securing votes from the local community. This accomplishment can be attributed to the effective implementation of a strategy devised by both the party management and PKB candidates in Singkawang City. Mr. Abdul Muthalib, who served as the deputy mayor of Singkawang from 2012 to 2017, is the leader of PKB Singkawang City. This demonstrates that PKB holds a distinct position in the affections of the residents of Singkawang City.

In the 2024 election, PKB Singkawang City, under the leadership of Abdul Muthalib, secured the second-highest number of votes, surpassing 15,000 votes, trailing only behind PDIP. PKB surpassed the Nasdem Party, which held the second position in the 2019 election, in terms of performance. This impressive achievement is undoubtedly the culmination of the diligent efforts of the management and victorious team, who employed many techniques that garnered the favor of the populace of Singkawang City. The outcomes of the interview done by the author with the resource person, specifically Mr. IKN, the Chairman of the Party Election Winning Body, unveiled a number of these techniques.

1. Legislative Candidates Diversifications

Political party diversification of legislative candidates is the strategic selection of candidates who embody a wide range of backgrounds, experiences, ethnicities, cultural races, and religions. It is crucial for political parties to enhance their representation and accountability in parliament. Political parties can reap numerous advantages by expanding their pool of legislative candidates for elections, primarily by enhancing community representation. It is expected that a legislative candidate who becomes a representative in parliament should possess the ability to effectively represent the interests and wants of the people. The diversification of legislative candidates guarantees that the community is represented by individuals who encompass the various ethnic, racial, and religious aspects of the community. Increased representation of candidates from diverse ethnicities, races, and religions in the community will enhance the quality of democracy. Another advantage is that it enhances the level of responsibility inside the parliament. Accountability holds great significance under a democratic system. The greater the diversity of elected candidates in parliament, the increased potential for reciprocal checks and balances, thus facilitating the effective functioning of the



supervisory role. Furthermore, it has the potential to enhance the caliber of legislation. Good legislation is formulated by considering multiple factors and ensuring legal certainty for all parties involved.

Legislative products cannot fully represent all aspects of society unless community leaders come from different backgrounds. In order to ensure the representation of individuals with diverse ethnic, cultural, racial, religious, and gender backgrounds, it is imperative for political parties to nominate candidates for general elections. The National Awakening Party (PKB) has consistently implemented this strategy of diversification within its ranks since its establishment. The PKB, established by the 3rd President of Indonesia, KH Abdurrahman Wahid, is a trailblazer in promoting a fundamental comprehension of political openness that transcends considerations of ethnicity, race, culture, and religion. Gusdur, the moniker for KH Abdurrahman Wahid, is widely regarded as an emblematic symbol of Indonesian tolerance because of his policy of officially acknowledging the Chinese community as an integral part of Indonesian society and recognizing the Konghuchu faith as the sixth sanctioned religion. The PKB recognizes that the Indonesian nation's variety, characterized by its pluralistic nature, necessitates the implementation of policies that safeguard the interests of each distinct group. Both the majority and the minority are entitled to fundamental rights, including the right to life and the freedom to participate in political activities. This has been applied not just at the national level, but also at the city district level. The PKB Singkawang City adheres to the party's ideology when formulating its candidate selection policy for the upcoming 2024 elections.

The leader of Bapilu of PKB Singkawang City openly acknowledged that, although PKB Singkawang has a large following of Nahdatul Ulama members, the party does not face challenges in recruiting candidates from non-NU backgrounds, including individuals from Chinese and Dayak communities. Out of a pool of 30 individuals vying for legislative positions in Singkawang City, PKB Singkawang City has nominated candidates from diverse backgrounds, encompassing different ethnicities, races, religions, and genders. This demonstrates that PKB's approach to broadening the pool of candidates has become a defining characteristic of a party that has consistently advocated for political inclusivity across many demographics. PKB Singkawang City is committed to promoting diversity in its selection of legislative candidates, ensuring that each electoral district represents a variety of ethnic cultures and religions. This is demonstrated by the presence of candidates from the Tinghoa, Malay, and Dayak ethnic groups in each voting district. Furthermore, gender considerations play a crucial role in selecting candidates for PKB, since female candidates are not just a symbolic gesture but also a decisive factor in achieving success.

2. Placed the Right Man in the Right Area

Elections provide individuals with the opportunity to select their representatives for the upcoming five-year term. For political parties, the election serves as a crucial assessment that they must undergo to attain public confidence and secure positions in both the executive and legislative branches. Similar to a soccer game, political parties



meticulously design their optimal approach to secure votes before engaging in electoral competition against other parties.

“As a party that has a large support base in Singkawang city, our strategy is also to ensure that PKB candidates are placed in the right area / electoral district so that they have greater potential for victory. It is important that in each electoral district, we place people who are willing to go down to the community and are welcomed by them” (IKN, Chairman of Bapilu PKB Singkawang City).

Given our substantial support in Singkawang City, our strategy involves strategically assigning PKB candidates to specific electoral districts where they have a higher likelihood of winning. The placement of individuals in each electoral district who are willing to engage with and gain acceptance from the local population is of utmost importance, as stated by the Chairman of Bapilu PKB Singkawang City. PKB Singkawang City employs a strategy of selecting candidates that has the ability to secure victory in their respective areas, while also considering candidates from other parties in the same region. PKB Singkawang City implements this measure to guarantee that candidates are matched with acceptable opponents or classes within their locality. Identifying the most suitable candidate in a specific region is a complex task that involves evaluating various factors, including the candidate's popularity in the region, their past achievements, and their vision and goals for the community as a legislative representative. Undoubtedly, this task is intricate, nevertheless, it is necessary to do it in order to secure triumph in every region that PKB Singkawang City aims to conquer.

3. Targeting to Advance Internal Cadres in Singkawang Pilwako

PKB Singkawang City previously appointed its cadre, Mr. Abdul Muthalib, as the deputy mayor of Singkawang. Mr. Abdul Muthalib also served as the chairman of PKB Singkawang from 2012 to 2017, alongside Mr. Awang Ishak. PKB, being a prominent political party with a strong support base, has clear ambitions and objectives to secure the candidacy of its DPC chairman, Mr. Abdul Muthalib, for the Singkawang City regional head election in 2024. Mr. IKN, in his capacity as the chairman of the PKB Singkawang election-winning organization, stated that the PKB aims to secure 6 seats in the Singkawang City DPRD. This would enable the party to independently nominate the chairman of the PKB DPC as a candidate in the Singkawang Pilwako.

“As a political party, of course, we want our best cadres to advance in the contestation of the Singkawang City election. Mr. Abdul Mutalib has experience as Deputy Mayor of Singkawang. God willing, he will be able to become the next Mayor” (IKN, Bapilu PKB Singkawang City).

In the 2024 election, PKB Singkawang City secured the second position by receiving 14.11% of the total votes, which translated into 5 seats. As per the regulations stated in Law Number 10 of 2016 regarding Regional Head Elections, a political party or



a coalition of political parties must meet the minimum requirement of 20% of the total number of District DPRD seats (6 seats) to field a candidate pair. This implies that PKB will need to form a coalition with other parties if it intends to nominate its member as the mayor of Singkawang City in 2024. This will inevitably lead to changes in the political landscape of Singkawang City, resulting in a more flexible coalition map among political groups. By garnering a significant number of votes, PKB possesses a formidable negotiating stance to guarantee the promotion of its members in the 2024 Singkawang City election.

4. Focusing on Strengthening Village Issues

The National Awakening Party is highly loud in advocating for village development and strengthening as a crucial national objective. PKB recognizes the significant capacity for growth in villages and emphasizes the need of prioritizing the well-being of the people in these areas. PKB adopts a comprehensive approach that encompasses political, economic, and social factors in order to promote village development. Notwithstanding disagreements regarding authority within the party, PKB managed to demonstrate its value by its electoral performance. PKB successfully secured cabinet positions and assumed leadership roles in the DPR and MPR, showcasing its durability and impact. The urgent need to promote sustainable economic growth in rural areas has been emphasized by focusing on the establishment of Small and Medium Enterprises (UMKM) and Cooperatives. This is done by highlighting the need of building village institutions.

The distribution and administration of the Village Fund (ADD) has a significant impact on the development and initiatives of the community. These monies exhibit good governance when officials utilize them in a manner that is responsible, open, and adhered to by the community (Taufiqurokhman & Andriansyah, 2018). Furthermore, the Indonesian government is also aiming to enhance public services, beginning with small towns and villages. This emphasis highlights the significance of enhancing the accountability and management of villages. Consistent with the strategy to promote nationwide development, the plan involves granting greater autonomy to local leaders (Wirakusuma & Kawisana, 2022). Initiatives like family planning villages are designed to address specific issues within the community. For instance, the villagers aim to decrease the elevated birth rate and mitigate instances of stunting within the hamlet by implementing targeted measures. This citation highlights the significance of employing methodologies that are suitable for each specific place in order to implement sustainable transformations (Rianawati, Mokhtar, Lutfi, & Primastuti, 2020).

PKB Singkawang City has a similar dedication to supporting government initiatives pertaining to rural development. Singkawang City is composed of 5 sub-districts, namely West, East, South, North, and Central Singkawang, which collectively have 26 villages. PKB demonstrates a strong commitment to village development by actively involving the village population in various aspects such as development planning, implementation, and supervision. The abundant potential of villages, including natural resources, human resources, and social resources, serves as a strong motivation for PKB to further enhance its commitment to supporting villages.



PKB demonstrates its dedication to promoting village development by actively endorsing various village empowerment initiatives, including government programs such as the Village Fund, Independent Village, and Tourism Village. The Village Fund is a government-sponsored financial aid program aimed at promoting the development of rural towns. The Desa Mandiri initiative offers villages the chance to enhance the quality of resource management autonomously, in order to facilitate village development. Desa Wisata is an initiative aimed at promoting communities with tourism potential, such as those with beaches, lakes, caverns, or rice fields, to become popular tourist destinations for both domestic and international visitors. PKB remains dedicated to facilitating the progress of rural areas, aiming to transform them into hubs of development and fairness for all citizens of Indonesia.

Table 1. Comparison Strategies Between PDIP and PKB

	PDIP	PKB
1	Online System recruitment	Legislative Candidates Diversifications
2	Origins Legislative Candidates	Placed the Right Man in the Right Area
3	Voters market expansion	Targeting Internal Cadre in Pilwako Singkawang
4	----	Focusing on the Village Strengthen Issue

Source: Author, 2024

Generally, both PDI Perjuangan and PKB employ distinct techniques to secure the votes of citizens in the upcoming 2024 elections. This strategy is crucial for each political party to secure support from the majority of voters and successfully place party representatives in the legislature. While the techniques employed by the two parties in the 2024 elections may differ in technicality, the outcomes achieved might be deemed quite favorable. The fact that the parties secured the top two seats in the 2024 elections indicates that their strategies were successful in garnering support from the residents of Singkawang city. Both the PDIP and PKB parties in Singkawang City have distinct plans to secure victory in the 2024 concurrent elections for their parliamentary candidates. Both parties prioritize community engagement in the political process by actively seeking to socialize and campaign directly to the community through their dedicated members who are participating in legislative elections.

CONCLUSION

The study titled "Strategies of Political Parties in Winning the 2024 Simultaneous Elections in Singkawang City (PDIP & PKB Case Study)" was conducted to investigate and analyze the strategies employed by the Indonesian Democratic Party of Struggle (PDIP) and the National Awakening Party (PKB) in their quest to secure victory in the 2024 simultaneous elections in Singkawang City. The findings of this study demonstrate several



significant conclusions as outlined below. Both parties implemented the tactic of enlarging the voter base and enhancing the party's internal structure in order to garner more support and votes for their respective parties during the election. The PDIP Party and PKB possess a clear understanding of the strategic concerns they are addressing in Singkawang City. This enables them to concentrate their efforts on subjects that have the potential to enhance the party's electability in the upcoming election. Furthermore, it is crucial for both parties to broaden the range of their parliamentary candidates. This guarantees that the many ethnic groups residing in Singkawang, including the Chinese, Malays, and Dayaks, are adequately represented and have the opportunity to participate in the 2024 elections.

Both parties achieved optimal outcomes in the 2024 election, indicating that the winning strategy was effectively executed to yield maximum results. The forthcoming 2024 regional elections in Singkawang City will perpetuate the political dynamics, prompting each party to use all available resources and employ strategic measures to secure victory for their endorsed candidates. In general, PDIP and PKB have demonstrated strong determination to secure victory in the 2024 concurrent elections in Singkawang City through the development of an all-encompassing, problem-solving, and diversity-driven approach. Both parties have endeavored to comprehend the needs and aspirations of the local community and execute pertinent and efficient campaigns.

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