DRIVE-IN DECLARATION AS A POLITICAL CAMPAIGN TOOL FOR THE CANDIDATE PAIR FOR MAYOR SITI NUR AZIZAH-RUHAMABEN

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ABSTRACT (10 PT)
The purpose of this research was specifically to determine the political campaign of the candidate pair for Mayor Election of South Tangerang (Tangsel), Siti Nur Azizah-Ruhamaben during the Covid-19 pandemic. The 2020 Mayor Election was like a war between dynasties because the candidates have political power based on their families. The candidate of H. Muhamad and Rahayu Saraswati Djojohadikusumo have a connection with the Minister of Defense, Prabowo Subianto which was her uncle. While the other candidate, Siti Nur Azizah was the daughter of Vice President Ma'ruf Amin. Meanwhile, another one, Pilar Saga Ichsan, was the son of the Regent of Serang, Ratu Tata which was the younger sister of the former Banten Governor, Ratu Atut Chosiyah. The author used a qualitative research method with a descriptive approach. The results of this research were the political campaign of Siti Nur Azizah-Ruhamaben in the 2020 Mayor Election still focuses on offline campaigns. Procurement of props or outdoor media and greeting residents directly (including blusukan). Azizah-Ruhamaben also intensifies campaigns virtually or digitally, such as through social media or other digital applications such as WhatsApp groups, and also creates and intensively campaigns on webs and Blogspot, and conducts character friendships through zoom meetings. In addition, Azizah–Ruhamaben integrated the two campaigns, one of which was by carrying out a drive-in declaration. The drive-in declaration has become an innovation related to campaigns during the pandemic.

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1. INTRODUCTION

The Election of Regional Heads (Pilkada) is the embodiment of Article 18 paragraph (4) of the 1945 Constitution which states that the Governors, Regents, and Mayors respectively as Heads of Provincial, Regency, and City Governments are democratically elected. Pilkada is also a form of democracy and a means for people's sovereignty. Pilkada embodies the sovereignty of the people in determining who should carry out government duties in an area. Through the Pilkada, the change of government in an area is expected to be carried out and ensure the continuity of regional development.

One interesting thing when talking about the 2020 Simultaneous Pilkada, this Pilkada is different from the previous elections, this is because it was held during the Covid-19 pandemic that hit almost the whole world, including Indonesia. The implementation, initially received a rejection from various circles of society, including Islamic community organizations such as Muhammadiyah, Nahdlatul Ulama (NU), to the Indonesian Ulema Council (MUI). The Regional Representative Council (DPD) refused to hold the election because according to him it was against the rules and scientific studies.

However, the 2020 Simultaneous Regional Head Elections will continue with the signing of Government Regulation instead of Law (Perpu) Number 2 of 2020 concerning the Third Amendment to Law Number 1 of 2015...
For the first time in 2010 South Tangerang has held a democratic party, then in 2015 and 2020. In the 2020 Pilkada, three pairs of candidates (paslon) for mayor and deputy mayor will participate, namely candidate pairs Muhamad and Rahayu Saraswati Djojohadikusumo; Siti Nur Azizah and Ruhamaben; and Benjamin Davnie and Pilar Saga Ichsan.

By Article 59 paragraph (1) of Law Number 32 of 2004 concerning Regional Government, which confirms that Participants in the Election of Regional Heads and Deputy Regional Heads are pairs of candidates proposed in pairs by political parties or coalitions of political parties, the three existing candidate pairs were proposed and supported by political parties. The candidate pairs of Muhamad and Rahayu Saraswati Djojohadikusumo were supported and proposed by the Indonesian Democratic Party of Struggle (PDI-P), the Greater Indonesia Movement Party (Gerinda), the Indonesian Solidarity Party (PSI), the National Mandate Party (PAN), and the People's Conscience Party (Hanura). Furthermore, the candidate pairs Siti Nur Azizah and Ruhamaben were supported and proposed by the Prosperous Justice Party (PKS), the Democratic Party, and the National Awakening Party (PKB). Then for the candidate pair, Benjamin Davnie and Pilar Saga Ichsan supported and proposed by the Golkar Party, also supported by three parties without seats in the South Tangerang Regional People's Representative Council (DPRD), namely the United Development Party (PPP), the Crescent Star Party (PBB), and the Indonesian People's Wave Party (Gelora).

The 2020 Pilkada of South Tangerang City is like a war between dynasties. The candidates have political networks based on their respective kinship. Candidate pair number one, for example, H. Muhamad's partner, Rahayu Saraswati Djojohadikusumo, is the nephew of the Indonesian Minister of Defense Prabowo Subianto, daughter of Hashim Djojohadikusumo. While for the number two candidate, Siti Nur Azizah is the fourth daughter of Vice President Ma'ruf Amin. And the number three candidate pair, Pilar Saga Ichsan, is the son of the Regent of Serang, Ratu Tatu. Ratu Tatu is the younger brother of the former Banten Governor Ratu Atut Chosiyah. Meanwhile, Ratu Atut Chosiyah is the sister-in-law of the Mayor of South Tangerang when the 2020 Pilkada took place, namely Airin Rachmi Diany.

The 2020 Tangsel Regional Head Election is also a high-ranking official in South Tangerang. Candidate for mayoral number one, H. Muhamad has served as the Regional Secretary of South Tangerang since 2017 and resigned in 2020 to run as a candidate for mayor. He has been in government institutions since 1987. In Tangerang Regency, Muhamad held some positions, such as Head of the Ciputat District Government Section, Secretary of the Pamulang Sub-district, as well as Head of Sub-Development Village and Head of the General Administration Section of the Tangerang Regency Regional Secretariat. Muhammad was also noted to have served as sub-district head, namely in Jayanti, Cisoka, and Ciputat sub-districts. Meanwhile, candidate for mayor number three, Benjamin Davnie is the incumbent Deputy Mayor of South Tangerang. He accompanied the Mayor of South Tangerang, Airin Rachmi Diany, for two periods. Benyamin started his career as a volunteer at the Tangerang Regency Government in 1980. He served as the Ciledug Sub-district, Cisoka Sub-District, and Tigaraksa Sub-District before becoming the Head of Service and Head of Section in the Tangerang Regency Government. His last position was Head of the Spatial Planning Service, which was in the 2009-2010 period. Bernyamin resigned his position in Tangerang Regency to become Deputy Mayor of South Tangerang in the first South Tangerang election in 2010.

Considering that the 2020 South Tangerang City Election was held during the Covid-19 pandemic, it was a very challenging Pilkada. A large number of rules related to health protocols to prevent the spread of Covid 19, have limited political campaigns in the 2020 Pilkada and forced the party carrying the candidates and especially the pairs of regional head candidates to be creative and innovate in campaigning. Regarding the campaign itself, Venus in Pontoh explains that a campaign is a series of planned communication actions to create a certain effect on a large number of audiences that is carried out continuously over a certain period.

Furthermore, the campaigns are divided into three categories, namely product-oriented campaigns, candidate-oriented campaigns, and ideologically or cause-oriented campaigns. Product-oriented campaigns are product-oriented campaigns, generally occurring in a business environment. Then candidate-oriented campaigns, are candidate-oriented campaigns generally motivated by a desire to gain political power. Thus, this type of campaign can also be referred to as a political campaign, the purpose of which is to win public support for the candidates proposed by political parties so that they can occupy political positions that are contested through the general
In this study, more emphasis is placed on the political campaign, which aims to embrace public support for the candidate pairs proposed by political parties so that they can occupy political positions that are contested through the election process. The political campaign carried out by the Azizah-Ruhamaben candidate pair, for example, tried to combine the face-to-face campaign method with a virtual campaign, by limiting direct face-to-face only to key figures who are considered influential in society. This candidate pair's campaign strategy is to further develop and multiply campaigns through social media channels, online media to communicate programs and ideas. And it became interesting when the Azizah-Ruhamaben candidate pair developed a new campaign innovation during the Covid 19 pandemic by carrying out the concept of a drive-in declaration. Based on this background, the researcher wants to know more about the political campaign strategies of the candidate pairs, especially candidate pair number 2 in dealing with other strong candidates.

The formulation of the research problem is how the political campaign for the candidate pair for the Mayor of South Tangerang City Siti Nur Azizah-Ruhamaben in the Regional Head Election (Pilkada) during the COVID-19 pandemic in 2020? The purpose and objective of this research are to find out more about the political campaign of the candidate pair for the Mayor of South Tangerang City, Siti Nur Azizah-Ruhamaben in the Regional Head Election (Pilkada) during the COVID-19 pandemic in 2020.

The regional head election campaign (pilkada) is carried out in the form of face-to-face meetings and dialogues, dissemination through print and electronic media; broadcasting via radio and/or television; distribution of campaign materials to the public; installation of props in public places; general meeting; public debate/open debate, but the campaign is carried out outside the pandemic period. During the COVID-19 pandemic, campaigns were carried out differently and had their models and characteristics. How the candidate pairs package and develop these campaigns during the Covid 19 Pandemic, which is full of health protocol rules, as well as how to mix and use new media as campaign media. fresh to the reader.

2. RESEARCH METHOD

This study uses a qualitative method with a descriptive approach. According to Bogdan and Taylor qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. The descriptive approach is directed at the background and the individual holistically (whole). So this research only describes an event and does not seek or explain relationships, does not test hypotheses, and make predictions.

The selection of informants in this study was carried out purposively, namely a sampling technique in which the researcher relied on his judgment when selecting members of the population to participate in the study. The aim is that researchers can have comparisons and translations when collecting data and analyzing data. The key informants in this study were candidate pair number 2, namely Mr. Ruhamaben and the accompanying informant consisted of 2 (two) people who were part of the successful team to win candidate pair number 2.

In searching for information, the researcher uses a snowball sampling technique, namely the informant who has been determined at the beginning and information is obtained, the researcher can determine other informants who are considered to provide more complete data.

Furthermore, this study uses two types of data, namely primary data and secondary data. Primary data is data collected directly by researchers from informants through in-depth interviews. Furthermore, secondary data is data that is not directly collected in the form of data and writings in newspapers, articles, journals, and so on. Secondary data refers to literature sources and several sources of information related to public sector services. Then in this study, the data collection techniques used were through in-depth interviews, observation, and documentation.

3. RESULTS AND ANALYSIS

The election of the Head and Deputy Regional Head (Pilkada) in the South Tangerang City Region (Tangsel) is one of the simultaneous elections in 2020. South Tangerang is one of the organizers during the Covid-19 pandemic. Through Government Regulation in place of Law (Perpu) Number 2 of 2020 concerning the Third Amendment to Law of the Republic of Indonesia Number 1 of 2015 concerning Stipulation of Government Regulation in place of Law Number 1 of 2014 concerning the Election of Governors, Regents, and Mayors into Law -Law, local elections were held.

The South Tangerang election was followed by three pairs of candidates (paslon) for mayor and deputy mayor, namely candidate pairs Muhamad and Rahayu Saraswati Djojohadikusumo as pair number 1; Siti Nur Azizah and Ruhamaben as pair number 2; and Benjamin Davnie and Pilar Saga Ichsan as pair number 3. The three pairs of
candidates, one of which is an incumbent candidate, namely candidate number 3, Benjamin Davnie. Benjamin Davnie, at the beginning of the election, was still serving as Deputy Mayor of South Tangerang, accompanying Airin Rachmi Diany. Meanwhile, candidates for mayor with serial number 1 and serial number 2, although they are not incumbent status, are in the circle of the South Tangerang Government. Muhamad pair number 1, at the beginning of the election, was still serving as the Regional Secretary (Sekda) of South Tangerang and candidate for deputy mayor number 3, Ruhamaben served as Finance Director of PT. South Tangerang Investment Development, a South Tangerang Regional Owned Enterprise.

South Tangerang elections are also touted as a war between dynasties. This can be seen from Rahayu Saraswati, as candidate pair number 1, who is Prabowo Subianto's nephew, while Siti Nur Azizah is candidate number 2, who is the daughter of the Vice President of the Republic of Indonesia - Ma'ruf Amin. And the dominance of the Ratu Atut family and Golkar which is so strong in Pilar Saga who accompanies Benjamin Davnie is the nephew of Ratu Atut. However, the strong influence on the three pairs of candidates did not diminish and weaken them to create brilliant campaigns to gain mass support.

This can be seen from the lack of funds owned by candidate pair number 2 at the beginning of the campaign compared to candidate pair number 3, as well as the receipt of campaign fund donations for candidate pair number 2 which was not more than candidate pair number 1, did not weaken the campaign carried out.

Siti Nur Azizah-Ruhamaben is supported by the Democratic Party, the Prosperous Justice Party (PKS), and the National Awakening Party (PKB) with a total of 17 (seventeen) seats in the South Tangerang City Parliament. Armed with Siti Nur Azizah as the daughter of Vice President Ma'ruf Amin, and Ruhamaben as a regional son of South Tangerang City and PKS cadres, they came forward and participated in enlivening the South Tangerang City Election contestation.

On Thursday, September 24, 2020, the General Election Commission (KPU) of South Tangerang City, Banten, determined the serial numbers of the three pairs of candidates (paslon) for mayor and deputy mayor. Based on the decree, serial number 1 is the candidate pairs Muhammad and Rahayu Saraswati Dojojohadikusumo who are supported by the political parties of the Indonesian Democratic Party of Struggle (PDI-P), the Greater Indonesia Movement Party (Gerindra), the Indonesian Solidarity Party (PSI), the National Mandate Party (PAN) and People's Conscience Party (Hanura). Next, number 2 is the candidate pairs, Siti Nur Azizah and Ruhamaben, who are supported by PKS, the Democratic Party, and PKB. Then number 3 is the candidate pair Benjamin Davnie and Pilar Saga Ichsan carried by the Golkar Party.

Candidate number 2, Siti Nur Azizah-Ruhamaben faced 2 (two) very challenging candidates. Candidate number 1, Muhammad and Rahayu Saraswati Dojojohadikusumo, was promoted by 5 (five) parties, which have 23 legislative seats in parliament. This shows that Muhamad-Rahayu Saraswati is superior. Furthermore, Muhammad is a regional son who has been involved in the South Tangerang City Government as a State Civil Apparatus (ASN) and lastly served as Regional Secretary (Sekda) of South Tangerang. Meanwhile, Saraswati is known as the nephew of the General Chairperson of the Gerindra Party and the Minister of Defense for the Working Cabinet - Jokowi, Prabowo Subianto. Then pair number 3, candidate pair Benjamin Davnie and Pilar Saga Ichsan, was fully supported by South Tangerang Mayor Airin Rachmi Diany. This is because Benjamin Davnie is the deputy mayor (incumbent), and Pilar Saga Ichsan is Airin's nephew, the son of the Regent of Serang - Ratu Tatu Chasanah.

So great is the superiority and high quality of rivals from candidate pair 02, but this does not then retreat, withdraw and dampen the struggle of candidate pair Siti Nur Azizah-Ruhamaben. Both of them are present without carrying the burden of the past, even most of the people of South Tangerang City expect the presence of regional sons and daughters and a change in leadership in their city, so that candidate pair number 2 is here to answer their expectations.

With the Campaign Team led by Dr. H. Irwan, S.IP., MP. Members of the DPR-RI Commission V for the East Kalimantan Electoral District from the Democratic Party faction and campaign secretary Sudarso, M.Sc., Paslon 02 were introduced to the public and offered superior products.

The campaign team carried out a series of planned communication actions to introduce candidate pair number 2 Siti Nur Azizah-Ruhamaben, as well as convey many superior programs to the entire community of South Tangerang City. The campaign is carried out continuously during the campaign period, which is from September 26, 2020, to December 5, 2020. The winning team for candidate pair 02 has increased virtual/digital campaigns through social media channels. Furthermore, increasing socialization to the community, by aggressively conducting blusukan to many areas. Then the Jelita Program (Household Waste Pick-up) to target women and mothers was carried out. And socialization among young people and millennials.

Siti Nur Azizah-Ruhamaben has a fairly familiar vision, namely PERMATA. The complete vision is, by Realizing Equitable Progress for Prosperity (PERMATA), Tangsel Rises Towards a World-Class Organic City. The missions of Candidate 02 include:
a) Build a city that is comfortable to live in and attractive to visit;
b) Realizing a friendly and cultured urban community;
c) Realizing public service-oriented governance;
d) Preparing world-class infrastructure, public facilities, and human resources of the city;
e) Encouraging the formation of people's economic clusters;
f) Protect and empower villages and local culture in South Tangerang;
g) Develop a sustainable development model;
h) Providing social security, health, and proper education for the people of South Tangerang.

Permata Vision and 8 missions of Paslon 02, then ordained at least 10 (ten) promising programs, namely:

1) Develop world-class city design and spatial planning in South Tangerang;
2) Develop integrated people's economy (KER) clusters;
3) Build adequate, world-class, and organic basic infrastructure (education, health, water, and electricity);
4) Build a world-class public transportation system that is integrated and organic (environmentally friendly, organized, and unique);
5) Build world-class and organic public facilities (football stadium, theater, central plaza, green open space, and playground);
6) Build world-class human resources and have a vision for the future (ready to face the era of artificial intelligence);
7) Build physical infrastructure (networks, buildings, ecosystems) and non-physical (HR, cultural values) cyber economy clusters;
8) Building a space-based and electronic bureaucratic structure, system, and culture;
9) Build organic and thematic villages in line with People's Economy Clusters (KER);
10) Build dense and slum settlements into modern and organic urban areas.

Besides these 10 programs, Paslon 02 also offers excellent programs that are directly aimed at the community, including:
a) Complete ambulance vehicles for each Rukun Warga (RW);
b) The assistance of coaching funds for the taklim assembly;
c) Intensive or 1 million honoraria per Head of Neighborhood Association (RT) and per Head of RW every month;
d) Fund allocation of Rp. 100,000,000 (one hundred million) per RW every year;
e) Intensive fund Rp. 600,000 (six hundred thousand) per month for private teachers and madrasah;
f) Covid assistance for one hundred thousand homes and opening businesses.

The vision, mission, and superior programs are then socialized to the public, using outdoor media, or campaign props. The media include banners measuring 7 x 1.5 meters (m), billboards measuring 3 x 5 m, banners measuring 1.15 x 5 m, billboards measuring 4 x 8 m, posters measuring 40 centimeters. cm) x 60 cm, leaflets measuring 9.9 cm x 21 cm, pamphlets measuring 21 cm x 29.7 cm and 3-fold brochures measuring 21 cm x 29.7 cm. Apart from outdoor media or props to introduce Paslon 02, Azizah-Ruhamaben was also introduced to the public by hundreds of cadres who took to the streets, using the image attributes of Pasion 02. The activity was held at many crowded points in the South Tangerang City area, such as at the T-junction in Ciputat Sub-district, Muncul in Setu District, and some other busy centers in South Tangerang City. This activity also greets the community by having direct dialogue to absorb aspirations, as well as to find out what problems are faced by the people of South Tangerang. Then, greetings were also held in 54 (fifty-four) Kelurahan in South Tangerang City by distributing campaign materials. This action was carried out to convince residents that Azizah-Ruhama was the best choice.

In addition to the above campaigns which are offline, the Paslon Number 2 Campaign Team also conducts online campaigns. The Simultaneous Pilkada Campaign in 2020 is an election campaign during the Covid 19 pandemic. In this regard, the General Elections Commission (KPU) strictly limits face-to-face meetings between candidate pairs and their supporters. As an alternative, intensify campaigns virtually or digitally, such as through social media or other digital applications.

However, the realization in the field is that virtual campaigns are still quite common to the public and are rarely used by pairs of candidates for regional heads. Candidate Number 2 - Azizah-Ruhamaben tried to maximize the online campaign. According to Ruhamaben as a candidate for Deputy Mayor, the virtual strategy carried out is, optimizing online-based socialization, digital campaigns, and friendship figures through zoom meetings (Interview, 2021). He added that it is necessary to be more active in holding online discussions by involving community groups (Interview, 2021). In addition, Candidate 02 also uses social media as a media campaign, starting from Facebook, Twitter, Instagram, YouTube, and communication application media such as WhatsApp is no exception.
Azizah-Ruhamaben conducted offline and online campaigns, on the other hand, Candidate Number 2 also tried to integrate the two campaigns, one of which was by conducting a drive-in declaration. According to the Big Indonesian Dictionary, a declaration is a concise and clear statement (about something). In Merriam Webster's web, a declaration is defined as an act of declaring, or an announcement. Webster also defines a declaration as a statement made by one of the parties to a legal transaction that is usually not under oath. From this definition, it can be concluded that a declaration is a statement by one of the parties about something concisely and clearly. Viewed from the point of view of communication, the declaration can be interpreted as the delivery of a message by the communicator. Furthermore, a drive-in, according to collins dictionary, is a restaurant, cinema, or other commercial places specifically designed so that customers can use the services provided, while customers remain in their cars. Thus, it can be concluded that a drive-in declaration is a declaration made by one of the parties, and the declaration participants follow the declaration in their respective cars.

This was done by Paslon 02, to avoid crowds and still comply with health protocols during the Covid-19 pandemic. The declaration was held on Situ Gintung Island, Ciputat, South Tangerang City. No less than 50 (fifty) cars participated in the said declaration event, many also sat on two-wheeled vehicles (motorcycles), but there were also declaration participants who sat in chairs but kept their distance. The masses watched it from inside the car, implemented health protocols, kept their distance and broadcast live via Instagram and YouTube media. In the drive-in declaration, Azizah-Ruhamaben declared himself to be advancing in the 2020 simultaneous regional election contestation, as a candidate pair for the Mayor and Deputy Mayor of South Tangerang. They convey their vision, mission, and superior programs. Paslon 02 also promised to prosper the people of South Tangerang City, if given a victory.

4. CONCLUSION
The political campaign of the candidate pair for the Mayor of South Tangerang, Siti Nur Azizah-Ruhamaben in the 2020 Regional Head Election (Pilkada) during the COVID-19 pandemic, still focuses on offline campaigns. Procurement of props or outdoor media and greeting residents directly (including blusukan). Azizah-Ruhamaben also intensifies campaigns virtually or digitally, such as through social media or other digital applications such as WhatsApp groups and also creates and intensively campaigns on webs and BlogSpot, and conducts character friendships through zoom meetings. In addition, Azizah–Ruhamaben integrated the two campaigns, one of which was by carrying out a drive-in declaration. The drive-in declaration, which was initiated, has become an innovation related to campaigns during the pandemic.

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REFERENCES


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