

The 2024 Election as a Medium of Da'wah and Conceptual and Ideological Political Communication

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Abstract

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The general election or election is one of the important and historic moments that many people are waiting for. It is even sometimes in the spotlight of the international world. In 2024, Indonesia has successfully held direct elections. So it can be said that Indonesia is a Muslim country in the world that is able to implement modern democratic values or systems. In fact, elections are an important part of the democratization process in Indonesia. So this moment becomes a medium for da'wah and political communication both conceptually and ideologically. That in the election there will be a communication process both directly and indirectly from the candidates to be able to attract the sympathy of the people. This the flow of communication runs carefully. This means that in the democratic process, a model of da'wah or political communication emerges that will be consciously or not accepted by the community. Thus, the public will know how ideological the candidates are to be able to meet the expectations of the community. The research method used is a descriptive qualitative research method, using the approach of political science and da'wah science. Political da'wah is an important part that cannot be let go in elections. Political da'wah becomes a barometer and persuasive communication to get sympathy from the people and this is what then becomes very important in the election process. So that in the process, the Prabowo-Gibran pair was finally able to win the presidential election directly in 2024.

Kata Kunci: *Pemilu, Demokrasi, Komunikasi, Politik dan Dakwah*

Abstrak.

Pemilihan umum atau pemilu adalah salah satu moment penting dan bersejarah yang dinanti banyak orang. Bahkan terkadang menjadi sorotan dunia internasional. Pada tahun 2024 lalu Indonesia telah berhasil melaksanakan pemilihan umum secara langsung. Maka bisa disebut Indonesia adalah negara muslim dunia yang mampu menerapkan nilai ataupun sistem demokrasi modern. Senyatanya pemilu adalah bagian penting dari proses demokratisasi di Indonesia. Maka moment tersebut menjadi media dakwah dan komunikasi politik baik secara konseptual maupun ideologis. Bahwa dalam pemilu tersebut akan terjadi proses komunikasi baik secara langsung dan tidak langsung dari para calon untuk bisa menarik simpati rakyat. Dengan demikian arus komunikasi tersebut berjalan dengan seksama. Artinya dalam proses demokrasi tersebut muncul suatu model dakwah atau komunikasi politik yang secara sadar atau tidak hal tersebut akan diterima oleh masyarakat. Dengan demikian maka masyarakat akan tahu seberapa ideologis para calon tersebut untuk bisa memenuhi harapan masyarakat. Metode penelitian yang digunakan adalah metode penelitian kualitatif deskriptif, dengan menggunakan pendekatan ilmu politik dan ilmu dakwah. Dakwah politik menjadi bagian penting yang tidak bisa dilepaskan dalam pemilu. Dakwah politik tersebut menjadi barometer dan komunikasi persuasif untuk mendapat simpati dari rakyat dan

hal inilah yang kemudian menjadi sangat penting dalam proses pemilu berlangsung. Sehingga dalam prosesnya akhirnya pasangan Prabowo-Gibran mampu memenangkan pemilihan umum presiden secara langsung pada tahun 2024.

INTRODUCTION

Elections or general elections are one of the political events that indeed attract a lot of attention by many circles of society. Elections are one of the initial formations and the direction of the fate of a nation is determined, elections are synonymous with politics and politics is synonymous with power, so clearly there are many elements of ideas and ideas in elections (Bachtiar, 2014). Indonesia has long held elections, namely in 1955 (Arta, 2020) and direct general elections with presidential elections began in 2004, six years after the reform rolled out. The spirit of democracy is an important and inseparable part when we look at elections, both legislative elections, presidential elections, regional head elections and even regional elections (Warjiyati, 2020). However, in this simple study, we will review the conceptual and ideological elements of political da'wah in the 2024 election which then emerged the candidate pair Prabowo Subianto and Gibran as the winner in the election.

Da'wah is one of the methods of political communication that can be effective and efficient because it directly leads to the question of what ideas and ideas are the main points in the delivery of the vision and mission (Rosa, 2014). On the other hand, da'wah is not only a religious issue but can also lead to other problems such as economics, education, culture, social, law and even politics (Day, 2005). So that da'wah also has a function as a communication tool that is also widely used by many parties to then convey ideas related to many things, one of which is politics. Political da'wah itself is actually a series or combination of the words da'wah and politics which means that what will be conveyed in the da'wah is a problem or about politics (Day, 2005). It could be that elections are an important part of political da'wah that we have witnessed ourselves in many media, both mainstream and anti-mainstream media, both print media and electronic media in the form of news circulating in a special environment called the Internet (Kango, 2014).

In politics, of course, there are ideas or ideas and even ideologies that are the cause of a person's advancement in a political contest called elections (Tusadia, 2023). Thus, the election could not only be a matter of who gets a lot of votes and a few votes, but it can be an arena for the exchange of ideas and ideas about the country and the problems faced. This is important considering that politics is one of the important truths that must be consistent to maintain order and security in the country. The destruction of a country's politics can be devastated by the country. So politics is an important issue that must receive important attention from many parties. Politics is not only a matter of power and power (Maliki, 2018) but more than that, politics can be a way

or method to organize a future direction of the country so that conceptual ideas are needed and even necessary ideological ones so that the pattern of elections is not only a matter of losing and winning but a contest of ideas and ideas that are indeed needed by our society today (Tusadia, 2023).

The 2024 presidential election, which was held in February some time ago, certainly presents a lot of useful information to be studied, one of which is the issue of ideas between each pair of presidential candidates and vice presidential candidates. Whether it's Paslon 01 (Amin-Anies), Paslon 02 (Prabowo-Gibran) and Paslon 03 (Ganjar-Mahfud), of course, the three of them have concepts, ideas and ideas about Indonesia for the next five years. So that they not only compete in politics and strategies but also compete with original ideas that are indeed different from each other. For example, candidate 01 rejected the development of the IKN (Capital City of the Archipelago), while candidates 02 and 03 agreed with Jokowi's legacy in the form of the sustainability of the IKN development and development process. Two things that are different but have one thing in common, namely they both want to win as many people's votes as possible and become a real party in the election. Whether they realize it or not, they carry out political da'wah in various ways and one of them is campaigning, either conventionally by coming to the campaign arena, or using social media as part of their campaign ritual (Alfiyani, 2018). This will certainly have different effects from each other and may also have different market shares of their voices (Komariah & Kartini, 2019).

RESEARCH METHODS

The approach in this research method is to use social science approaches in the form of political science and da'wah science. By using primary and secondary data both directly and indirectly. The data we obtain comes from books, scientific articles, magazines, newspapers, online mass media and also the internet. We use a descriptive qualitative research methodology by using linguists in the form of qualitative data which we then summarize as explanation data to describe the results of our findings in the field. We use these findings to present data that is in line with the theme of our research about the 2024 elections, political da'wah and the 2024 presidential election. We also make observations on online media so that we still use effective and efficient corridors so that the data we obtain is maximum. The research we conducted focused on the discussion of elections and political da'wah during the direct presidential election in 2024.

RESULTS AND DISCUSSION

Election

The 1955 General Election (Election) was the first election in the history of the Indonesian nation to be held nationally. At that time the Republic of Indonesia was 10 years old. In fact, about three months after independence was proclaimed by Soekarno and Hatta on August 17, 1945, the government at that time had expressed its desire to be able to hold elections in early 1946. It was included in Proclamation X, or Vice President Mohammad Hatta's Proclamation dated November 3, 1945. The announcement stated that the election to elect members of the House of Representatives and the People's Consultative Assembly would be held in January 1946. If it turns out that the first election was only held almost ten years later, of course it is not without reason. However, contrary to the purpose intended by Proclamation X, the 1955 election was held twice. The first, on September 29, 1955, to elect members of the House of Representatives. The second, December 15, 1955 to elect the members of the Constituent Council. In Proclamation X it is only stated that the election to be held in January 1946 was to elect members of the House of Representatives and the People's Consultative Assembly, there was no Constituency.

In general, elections are born from the conception and great idea of Democracy, which means referring to John Locke and Rousseau, the guarantee of freedom, justice and equality for individuals in all fields. In democracy, there are participatory values and sovereignty that are upheld and must be carried out by citizens and state instruments at both the legislative, judicial and executive levels. The relationship between citizens and the state, although still remote, can be facilitated by various institutions and elements of society because there is freedom for all parties to actively participate in national development, both political development and other fields. The community is given space to play an active role and be part of the democratic process. Although substantial, their participation still tends to be procedural and momentum (Bachtiar, 2014).

According to Edmund Burke, the people who are elected to be part of the representative body, do not only represent their constituents. They have the responsibility to represent the interests of the wider community and not a handful of parties (Bachtiar, 2014). Therefore, a cadre or candidate from a party who will occupy a seat of power either at the executive or legislative level will only become a politician for his party when he is still outside the power system and will become a servant of the state when he has occupied the seat of power (Bachtiar, 2014). General elections are an institution that functions as a means of delivering people's democratic rights. The existence of general election institutions has been recognized by countries that adhere to the principle of people's sovereignty. The essence of the general election problem stems from two main problems that are always questioned in the practice of constitutional life, namely the teachings of people's sovereignty and the understanding of democracy, where democracy as a

manifestation of people's sovereignty and general elections are a reflection of democracy (Kartiko, 2009).

2024 Election: Conceptual, Ideological Politics

Politics is an important thing and is indeed needed to organize a country. Politics is simply close to power or means power itself (Paramita, 2011). So today's politics is a magnet for many parties to be able to control and maintain their power. Thus, politics always assumes the relationship of power (Halim, 2013) which continues and continues without stopping and will stop when it is no longer in power. Democracy is part of mainstream politics today because democracy is believed to be one of the systems and even ideologies that are still very ideal for many countries, especially Indonesia. Indonesia itself has a long history of democracy, but the most obvious thing is that when the reform occurred in 1998 which then resulted in direct elections (pilpres), namely in 2004 (Jalal, 2021).

Conceptual and ideological politics are needed to organize the country democratically and be able to make the interests of the people the main interests so that whatever is the national and even regional political agenda is for the people (Kamil, 2002). In certain variables, politics should be used as a tool to achieve prosperity so that political results are seen clearly from the election winners which can indeed be felt directly by the community (Asshiddiqie, 2006). So political campaigns can be a basic medium for contestants to carry out political da'wah (Day, 2005) in the form of their ideas and programs that will be dating. We do not discuss the problem of contestation that occurs because in the struggle for power, negated things may happen massively. In other words, all methods and methods will be used by the candidate to win the hearts of the people (Hirzi, 2004).

The candidates in the 2024 election yesterday were 01 Anis Baswedan-Muhaimin, 02 Prabowo Subianto-Gibran Rakabuming, 03 Ganjar Pranowo-Mahfud MD. The three candidates are certainly supported by the coalition of each party so that their political machine will run as much as possible, of course they will use the campaign period as an important period for them to win the hearts and sympathies of their people. It's just that in every competition, of course, there are wins and losses, in fact, the results of the quick count and real count released by the KPU provide data that Paslon 02 Prabowo Subianto – Gibran excelled in the election held in February 2024. Then the most interesting thing for us is how the 02 candidate was able to combine the voices of the youth class with the older class with various kinds of ideas and ideas, but the most viral at that time was the free lunch which in fact was able to attract the votes of the majority of the Indonesian people to vote for Prabowo-Gibran. Not to mention the problem of political marketing they do on many social media such as Facebook, Tik-Tok, Instagram and other social

media platforms which for us are indeed quite interesting and have a different distinguishing value from other candidates (Christiana, 2024). So in simple terms, we see that what Paslon 02 did in his political da'wah was successful with the fact that they were the winners in the 2024 presidential election (Hakim, 2024).

Although of course there are pragmatic events that may occur during the election, for us these are two sides of the coin that cannot be separated because each of the candidate pairs will do the most and exert all available resources to then be able to win the election. However, in other cases, there are still conceptual and ideological problems that are under each Paslon, for example paslon 01 (Detik, 2024) Anis-amin proposed to then provide free Education and Health if they are elected. Paslon 02 (Detik, 2024) Prabowo-Gibran with a flagship program for free lunch and continuing Jokowi's struggle to build the IKN. Paslon 03 (Detik, 2024) with its flagship program opens 17 million jobs and also continues the development of the IKN. The thing is that then in marketing they have a segment in each typology of the community that will choose them. Beyond that, the competition of ideas and ideas seems to attract the sympathy of the people to vote for them, so that the democratic values of the people by the people are indeed visible when the election takes place. But it will usually be different after they are elected and inaugurated.

CONCLUSION

General elections or elections are one of the sacred moments that indeed attract many parties to observe, including academics and researchers who do focus on political and state themes. In addition, elections are one of the important barometers of democratization that occurs in a country, including Indonesia. In other words, the implementation of elections that occur in Indonesia is not only a national issue but also directly or indirectly will be monitored internationally so that the success of a country's elections is an important achievement in itself. Today's political da'wah is one of the things that cannot be separated from the election, especially during the campaign period, all ideas and ideas are poured into one in that moment. All existing resources are used to the maximum to attract the sympathy of the people so that they can be elected as the next ruler. In certain cases, both 01, 02 and 03 have concepts, ideas and ideas that for us are quite ideological and conceptual as part of the da'wah and political marketing that is needed today. They (the candidate pairs) tried their best to be able to attract the sympathy of the people. With the word that whatever way they should do it. However, it turned out that the 02 Prabowo-Gibran candidate was declared the winner by the KPU (General Election Commission) with more than 50% of the votes.

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