

## **Strategic Management for The Success of Legislative Candidates in the 2024 Election Campaign Period**

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### **Keywords:**

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**Abstract:** This study aims to analyse the management and winning strategies used by legislative candidates during the general election campaign. Elections include a democratic process, in which legislative candidates compete to get votes from the public. Success in winning an election is highly dependent on effective campaign management and strategy. Using a case study approach, this research compares two legislative candidates with different backgrounds in terms of political parties, electoral districts, and personal characteristics. The results showed differences in the management and winning strategies used by the two candidates. Factors such as financial resources, a solid campaign team, the establishment of a support network, and the utilisation of social and conventional media were key elements that influenced the effectiveness of the campaign. This research provides insights into best practices in the management and winning strategies of legislative candidates, and highlights the importance of adapting to changes in the political environment and new trends in campaigning.

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## INTRODUCTION

The 2024 General Election in Indonesia is a highly anticipated political event that has a major impact on the direction of policy and the future of the nation. This election is not only a competition for presidential and vice presidential candidates, but also for legislative candidates who will fill seats in the House of Representatives (DPR) and Regional Representatives Council (DPRD) (KPU RI, 2022). In this context, management and campaign strategies are key elements that determine the success or failure of a candidate (Komariah & Kartini, 2019; Santoso, 2019).

Effective campaign management covers various aspects, from planning, organising, mobilising, to controlling campaign resources. In addition, the right winning strategy can help increase the electability and popularity of candidates in the eyes of voters (Farid, 2023). In the 2024 elections, political dynamics and changing voter preferences require innovative and adaptive approaches (Khatima, 2022).

In the 2020 election, the management of Party x's communication activities has been organised and designed by the general chairman of party x, in its implementation relying on cadres from Party x. The target of party x's communication management is all people in Indonesia with a preference for the emak-emak and millennial groups (Dedi, 2019). Planning party x's action programme by utilising party cadres, party wings, and party loyalists. In building trust among millennials, Party x runs programmes at the lower level, political regeneration, and proves the work of Party x for the next five years. Party x focuses on work programmes and listening to the voices of millennials, by not changing communication patterns, but returning to the vision, mission and goals (Pesak et al., 2021; Sakti et al., 2020).

This research will focus on analysing the management and winning strategies of legislative candidates from two main political parties, namely Party X and Party Y. These two parties were chosen because they have a significant mass base and are often the centre of attention in every election.

This research is expected to make a significant contribution to improving the quality of democracy in Indonesia. In the field of political science, especially in understanding the dynamics of campaign management and election winning strategies. Practically, the results of this research can be used by political parties and legislative candidates as a reference to formulate more effective campaign strategies to win elections and efficiently. In addition, this research can also help increase political awareness and voter motivation to participate in the electoral process.

## METHOD

This research uses a case study method with a qualitative approach. Data were collected through in-depth interviews with resource persons from the campaign team and candidates from Party X and Party Y, as well as analysis of campaign documents. Data analysis was conducted using an analytical descriptive approach to obtain a comprehensive picture of the management and winning strategies applied. In this research using literature study, the data obtained came from written sources such as books, journals, articles, government documents, and other sources of information.

## RESULTS AND DISCUSSION

### Case Study 1: Party X and Party Y

This case study of legislative candidates from Party X and Party Y in the 2024 General

Election provides practical insights into how the two parties managed their campaigns. Here are some of the key findings from this case study:

1. Party X

a. Social Media Usage

Party X makes intensive use of social media to reach out to young voters. This strategy involves creating engaging and interactive content on platforms such as Facebook, Instagram and Twitter (Harahap, 2020).

b. Focus on Economic Issues

Party X's campaign message focused on economic issues, such as increased employment and improved economic conditions. This message is designed to appeal to voters who are worried about their economic future.

c. Regular Meetings with Constituents

Party X organises regular meetings with constituents in the constituency. This activity allows candidates to interact directly with voters and understand their needs and aspirations.

2. Party Y

a. Volunteer Network

Party Y utilised a network of volunteers to spread campaign messages. Volunteers played an important role in reaching out to voters in local communities and organising campaign activities.

b. Education and Health Issues

Party Y's campaign message emphasised education and health issues, which were considered top priorities by voters. Party Y pledged to improve access to and quality of education and health services.

c. Social Activities

Party Y organises various social activities such as social services and free health services. These activities aim to demonstrate the party's commitment to community welfare and build positive relationships with voters.

## Case Study 2

Party Y can win even if there are no dawn raids or other bribes, because Party Y is already in the hearts of the local community. This is because Party Y not only dedicates itself to the welfare of the community during the campaign season, but also on ordinary days outside the campaign or election season. Party Y tries to stay close to the people through various social activities that are held regularly.

For example, health activities such as blood donations and blood sugar checks are often organised by Party Y, even outside the campaign season. In addition, when the price of basic commodities soars in an area with poor welfare, Party Y organises a cheap market with a predetermined price. Each person is limited in the amount they can buy so that many people can be helped at a lower price. Activities like this really help to ease the burden on the surrounding community.

Party Y also regularly organises spiritual activities such as recitation. These recitations are not only held during campaign season, but there are also regular recitations known as *likok*. Other health activities such as heart-healthy exercises are also organised by Party Y twice a week, and this is done regularly, not just during campaigns.

These are the things that make Party Y stick in people's hearts. Not because of the material

given, but because people feel helped, assisted, and prospered. Stories of Party Y's kindness are often told by parents to their children, so that support for Party Y can continue to the next generation. The admiration and gratitude of the community is the strength of Party Y, even without the dawn attack / lure of being bribed.

Conversely, Party X could lose because it does not have a similar approach. If Party X only appears during the campaign season and does not engage in people's daily activities, they will not get the same support. The lack of involvement in social and spiritual activities and the lack of efforts to help people in their daily lives make it difficult for Party X to win the hearts of the people. People tend to support parties that consistently show concern and help them in various aspects of their lives, not just during election time.

## Study Findings

This study analyses the campaign management and strategies of legislative candidates from Party X and Party Y in the 2024 elections. Data was collected through interviews and campaign media content analysis. The following are the main findings of this study:

### 1. Social Media Usage

Party X and Party Y both utilise social media for campaigning. However, Party X focuses more on platforms such as Instagram and Twitter, while Party Y uses more Facebook and WhatsApp. Digitalisation is closely related to information systems and plays an important role in achieving business goals effectively. The implementation of accounting information systems is one way of digitalising accounting so that companies can optimise their business (Fauziyyah, 2022).

Social Media Platform	Party X (%)	Party Y (%)
Instagram	60	30
Twitter	50	20
Facebook	40	70
WhatsApp	30	80

#### a. Party X

Party x reports campaign fund receipts and expenditures to the KPU according to regulations. They have an internal audit team to ensure compliance with accounting standards. The party's annual financial statements are audited by an independent public accountant.

#### b. Party Y

Parties also submit campaign finance reports to the KPU as required. They have an internal financial supervisory body. Party y claims to apply the principle of transparency in party financial management. For both parties, financial governance practices generally include:

- 1) Preparation of annual budget
- 2) Recording of receipts and disbursements
- 3) Periodic financial reporting
- 4) Internal and external audits
- 5) Compliance with political party financial regulations.

### 2. Campaign Message

The two parties' campaign messages have different focuses. Party X emphasises

economic and employment issues, while Party Y focuses more on education and health issues.

<b>Campaign Issues</b>	<b>Party X (%)</b>	<b>Party Y (%)</b>
Economics	70	40
Employment	60	30
Education	40	70
Health	30	80

Party X organises more rallies and social activities than Party Y. Meanwhile, Party Y focuses more on direct meetings with constituents and free health services. Party X seems to emphasise more on activities that can reach the masses on a large scale, such as rallies and social activities. While Party Y prefers to conduct direct meetings with constituents and provide free health services, which may be more effective for delivering campaign messages on a personalised basis. This difference in approach may reflect each party's strategy and focus in reaching voters. Party X tends to be oriented towards mass mobilisation, while Party Y places more emphasis on direct engagement with constituents and health issues.

### 3. Campaign Activities

The campaign activities conducted by Party X and Party Y also show differences. Party X held more rallies and social activities, while Party Y focused more on direct meetings with constituents and free health services.

<b>Campaign Activities</b>	<b>Party X (%)</b>	<b>Party Y (%)</b>
General Meeting	50	30
Social Activities	60	40
Live Meetings	40	70
Health Services	30	60

Party X and Party Y have different focuses in their campaign messages. Party X emphasises economic and employment issues, with their respective percentages, while Party Y focuses more on education issues. This indicates that Party X is more oriented towards the economic and employment agenda, while Party Y emphasises more on people's welfare issues, such as education and health. This difference may reflect each party's strategy and vision in attracting voter support. Party X seems to be trying to attract voters with promises on the economy and employment, while Party Y puts more emphasis on social issues and public welfare.

### 4. Campaign Fund Accounting

Accounting and politics are different sciences in the development of accounting research has recently shifted, namely studying accounting based on cross-disciplinary or multiparadigm. The budget is a political instrument as the implementation of executive programmes promised to the public and agreed by the DPR on the use of the budget from the people for the benefit of the entire nation (Halim & Kusufi, 2014). Therefore, the topic of political accounting is strategically implemented to reveal in detail the relationship between the two. The campaign budget usually comes from the government budget, personal, or from the party of each legislative candidate. According to (Prabowo et al., 2022) the government budget is the result of an agreement between the executive and the legislature regarding the financing of the Government's program to realise its vision and estimates of sources of income

for state financing. The campaign financing of political parties such as Party X and Party Y is usually officially announced in the campaign finance report submitted to the General Election Commission (KPU).

a. Party X

Party X reports campaign fund receipts and expenditures to the KPU according to regulations. They have an internal audit team to ensure compliance with accounting standards. The party's annual financial statements are audited by an independent public accountant.

b. Party Y

Party Y also submits campaign finance reports to the KPU as required. They have an internal financial supervisory body. Party Y claims to apply the principle of transparency in party financial management. For both parties, financial governance generally includes (Bawaslu, 2022).

- 1) Preparation of annual budget
- 2) Recording of receipts and disbursements
- 3) Periodic financial reporting
- 4) Internal and external audits
- 5) Compliance with political party financial regulations.

Allocation of Campaign Reward Funds to each team.

TIM	Percentage
Public Meetings & Social Activities	25%
Campaign Monitoring	20%
Financial Reporting	30%

In the team of Public Meetings & Social Activities usually get a wage of Rp250,000 per person in a day or even more. Usually consisting of 5 committee groups of 3 people, the first group is usually divided to take care of the start of the event until the end of the event, the second group is divided to prepare food and drinks in the form of snacks to be distributed at the campaign socialisation event, and the third group is divided to help to socialise at the event usually can be a host, etc.

The campaign monitoring team usually earns Rp200,000 per person per day. This supervision team is formed to oversee general meetings, socialisation, or other meetings. The financial reporting / file reporting team usually earns a higher wage of IDR 300,000 per person. This team usually consists of 2 groups, the first for file collection usually consists of 5 people, and the second group for financial reporting also consists of 5 people. Both teams were tasked with recording the names of people who participated and supported parties X and Y, and the team also reported the expenditure and income of party campaign funds.

To provide an overview, here is a hypothetical campaign financing table with the number of per centages that might be used by political parties:

**Financing Table of the X Party Campaign**

1. Source of Funds

No.	Source of Funds	Percentage
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1	Fund Dues	9.62%
2	Personal Donation	28.85%
3	Corporate Donation	38.46%
4	Party Campaign Fund	19.23%
5	Other	3.85%
<b>Total</b>		<b>100%</b>

- Member dues (9.62%): Indicates active participation from party members in supporting the campaign. This participation is important to create a sense of belonging and commitment to the party's campaign.
- Private donations (28.85%): This source of funds is significant, suggesting that there is strong support from individuals, who may include sympathisers and staunch party supporters.
- Corporate donations (38.46%): This is the largest portion of campaign finance sources, indicating that the party is well networked with the business sector. However, this can also pose a risk of corporate influence in party policies.
- Party campaign funds (19.23%): Indicates the party's internal budget allocation for campaigns, which is important for maintaining party independence.
- Other (3.85%): This portion is small and may include various other sources not categorised above.

## 2. Campaign Expenditure

No.	Type of Expenditure	Percentage
1	Advertising Costs (Print Media).	19.23%
2	Advertising Costs (Electronic Media).	28.85%
3	Transport Costs	9.62%
4	Cost of Props	15.38%
5	General Meeting Expenses	13.46%
6	Team Operational Costs	7.69%
7	Other	5.77%
<b>Total</b>		<b>100%</b>

- Advertising costs (print media 19.23%, electronic media 28.85%): Total expenditure on advertising (48.08%) indicates a heavy focus on media to reach voters. This is important to increase party visibility, but also requires transparent management to avoid wastage.
- Transport costs (9.62%): Indicates sufficient allocation for mobilisation of the campaign team, which is important for reaching out to larger areas.
- Props costs (15.38%): This expenditure was necessary to provide physical campaign materials such as banners and brochures, which helped in the field campaign.
- Rally costs (13.46%): The allocation to rallies shows that parties invest in direct interaction with voters.
- Team operational costs (7.69%): This expenditure is important to ensure the campaign team can work efficiently.
- Other (5.77%): This portion is small and can cover various unexpected needs.

## Financing Table of the Y Party Campaign

### 1. Source of Funds

No.	Source of Funds	Percentage
1	Member Dues	10.71%
2	Personal Donation	35.71%
3	Corporate Donation	28.57%
4	Party Campaign Funds	21.43%
5	Other	3.57%
<b>Total</b>		<b>100%</b>

- a. Member contributions (10.71%): Member participation in campaign funding was significant, demonstrating good internal commitment and support.
  - b. Private donations (35.71%): This is the largest portion of funding sources, indicating strong support from individuals who may include supporters and sympathisers.
  - c. Corporate donations (28.57%): This shows that the party is also getting support from the business sector, although not as much as Gerindra.
  - d. Party campaign funds (21.43%): The sizeable allocation of internal funds shows the party's commitment to funding its campaign.
  - e. Other (3.57%): This small portion represents sources of funds not categorised above.
2. Campaign Expenditure

No.	Type of Expenditure	Percentage
1	Advertising Costs (Print Media)	25.00%
2	Advertising Costs (Electronic Media)	28.57%
3	Transport Costs	10.71%
4	Cost of Props	14.29%
5	General Meeting Expenses	10.71%
6	Team Operational Costs	7.14%
7	Other	3.57%
<b>Total</b>		<b>100%</b>

- a. Advertising costs (print media 25.00%, electronic media 28.57%): Total expenditure on advertising (53.57%) was significant, indicating a campaign strategy that relied heavily on media to reach voters.
- b. Transport costs (10.71%): Adequate allocation for mobilisation of campaign teams, essential for reaching voters in different locations.
- c. Props costs (14.29%): This expenditure is essential to provide physical campaign materials, which help in field campaigns.
- d. Rally costs (10.71%): Indicates investment in direct interaction with voters through campaign events.
- e. Team operational costs (7.14%): This expenditure is essential to ensure the campaign team can work efficiently and smoothly.
- f. Other Expenses (3.57%): This portion is small and covers various unexpected needs.

### In-depth Analysis

1. Transparency and Accountability:
  - a. Party X: The large percentage of corporate donations indicates the need for greater transparency to ensure there is no undue influence from the business sector. The use of party campaign funds must also be clearly accounted for to maintain the trust of members



and supporters.

- b. Party Y: High private donations indicate the importance of maintaining transparency in the recording and use of these funds to avoid potential legal or reputational issues. Significant support from party members indicates the need for clear and accurate reporting on the use of these funds.
2. Expenditure Efficiency:
    - a. Party X: Large expenditure on advertising indicates a focus on media, but it is important to evaluate the effectiveness of these adverts in attracting voters. Balanced spending on transport and props suggests a good strategy for reaching voters directly.
    - b. Party Y: A heavy focus on media advertising is also evident, and this should be evaluated constantly to ensure that the investment is delivering the expected results. Higher expenditure on print media advertising shows attention to traditional media which may still be effective in some areas.
  3. Source of Funds Diversification:
    - a. Party X: Reliance on corporate donations can be a risk if not managed well. Diversifying sources of funds, including increasing member dues, can help mitigate this risk.
    - b. Party Y: Reliance on private donations indicates a broad base of support, but the party must ensure that all donations are managed transparently and in accordance with regulations.

## **Recommendation**

1. Political parties must conduct regular internal and external audits to ensure campaign funds are managed properly and in accordance with applicable regulations.
2. Make campaign finance reports publicly available to maintain the trust of supporters and the general public.
3. Conduct an evaluation of all campaign expenditure to ensure that funds are utilised effectively and efficiently.
4. Encourage greater participation from party members in the form of dues and active participation in campaigns to reduce reliance on external sources of funds.

## **Interpretation of Results and Implications**

The results showed that the two parties had different campaign strategies but were equally effective in reaching their targeted voters. Party X's use of social media enabled them to reach younger voters who were more active on platforms such as Instagram and Twitter. In contrast, Party Y managed to reach older voters and local communities through Facebook and WhatsApp.

The focus of campaign messages also showed different approaches in attracting voters. Party X, with its focus on the economy and employment, successfully attracted voters who were worried about their economic future. On the other hand, Party Y attracted voters who were concerned about education and health.

Campaign activities showed that both parties used different ways to interact with voters. Party X relied on rallies and social activities to demonstrate their presence in the community, while Party Y conducted more direct meetings with constituents and provided free health services to build a more personalised relationship with voters.

## **CONCLUSION**

This research analyses the management and winning strategies of legislative candidates from Party X and Party Y during the 2024 election campaign. Based on data collected through surveys, interviews, and campaign media content analysis, some key findings can be summarised as follows:

2. Social Media Usage: Party X uses more platforms such as Instagram and Twitter, while Party Y uses more Facebook and WhatsApp. This shows the different target demographics of voters that the two parties are aiming for.
3. Campaign Messages: Party X emphasises economic and employment issues, while Party Y focuses more on education and health issues. This shows a differentiation strategy in attracting voters' attention based on their interests and needs.
4. Campaign Activities: Party X held more rallies and social activities, while Party Y focused on direct meetings with constituents and free health services. This shows a different approach to building relationships with voters.

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