

Victory Communication Strategy Factors Influencing the General Election of the Governor of Riau

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Abstract

This study examines the various forms of political communication strategies that influenced the victory of Syamsuar and Edy Nasution in the Riau Governor Election and evaluated the extent to which these strategies were effectively employed to win the competition. The research method used in this study is qualitative with a descriptive approach, where the findings are obtained through interviews and focus group discussions (FGD). The data collection technique used is qualitative, which will develop continuously (snowball method), and the data collection will stop when it reaches a saturation point. The study utilizes interviews and documentation as the primary data collection techniques. The findings reveal several factors that influenced voters, including mass media coverage, political party support, social proximity of individual candidates with voters, positive image of individual candidates, simple appearance that touched the hearts of voters, financial factors, and political marketing.

Keywords

Riau election; Syamsuar; Edy Nasution; political communication

Introduction

This election agenda guarantees the implementation of a democratic process that is conducted by the people, for the people, and of the people. The elected regional head is a manifestation of the people's will, and the basis of government power is derived from free, fair, and confidential elections ([Disch, 2011](#); [Javid & Mufti, 2020](#); [Saleh, 2018](#)). The direct election system and democracy are important political communication strategy factors to influence potential voters, gain support and win ([Sidharta, 2018](#); [Suratno, Irwansyah, Ernungtyas, Prisantono, & Hasna, 2020](#); [Tomsa, 2009](#)). The candidate and the successful team design the right communication strategy and understand the situation of the people who have the right to vote because the competition between candidates is getting tougher ([Ayu & Arfiandani, 2021](#); [Perloff, 2021](#); [Solihat, 2015](#)). The candidate's victory is influenced by the voter's confidence factor, this is related to the support of political parties, which is no longer a guarantee of victory ([Carreras, 2017](#); [Khalyubi & Perdana, 2021](#)).

The social science theory that finance functions in an election campaign with integrity is particularly important because it relates to an open, honest, and fair political process, as well as commensurate with public participation ([Habibi, 2021](#); [Norris, 2014](#)). Communication strategy campaigns require a considerable amount of financial capital, which serves as a medium of exchange for transactions with voters. Money is not only a means of gaining political power, but also necessary for nomination capital, party support, team funding, and ultimately, political victory ([Ardianto, 2019](#); [Habibi & Nurmandi, 2021](#)). The concept of financial capital is also a tool in the process of campaign political communication, such as making campaign props, posters, banners, and political advertisements, funding witnesses at polling

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stations (TPS), and buying political parties as candidates need ([Baharuddin & Purwaningsih, 2017](#)).

In Indonesia, the General Election of Regional Heads requires high costs, as many want to be district heads, and party support requires a lot of money and money for political campaigns. Voters assume candidates are those who have a lot of money or have financial access, the quality of the candidate is not important. To meet money needs, candidates are supported by outsiders with special interests, this often leads to corruption problems after leaders are elected ([Perdana & Wildianti, 2018](#)). Negative issues in political communication strategy campaigns often arise in live local elections ([Misra et al., 2021](#)). Non-open money politics, unequal access to finance, weak regulation, and low public participation have become commonplace ([Triantoro, 2019](#)). The issue of local election organizers is important, as organizers are involved with participants, not as organizers, and lack transparency in the financial management of political parties ([Sholikin, 2019](#)).

Political parties in direct elections are part of a political system that has binding rules and guidelines for organizers, candidates, parties, and voters, where the role of political parties in carrying out their activities and functions is directly related to statutory and technical regulations ([Rosit, 2012](#)). While the political actors in the Pilkada are the people, political parties, and candidates. A candidate for governor is a person who is considered to have direct closeness with the people in his area, understands the people's problems, and is responsible to the people after being elected ([Yenrizal & Izomiddin, 2018](#)). The pair Syamsuar and Edy Nasution in the Riau Governor Election were supported by three political parties, namely the National Mandate Party (PAN), the Prosperous Justice Party (PKS), and the National Democratic Party (Nasdem). Riau, because it already has the support of 20 percent of the 65 seats in the Riau Regional People's Representative Council ([Komisi Pemilihan Umum, 2017](#)).

The factor of the victory of the pair Syamsuar and Edy Nasution in the election of the Governor of Riau using a political communication strategy to influence voters, Syamsuar is imaged as a former bureaucrat and regent who is experienced in advancing development. The progress of development is considered by voters as evidence of success in realizing political promises, as a measure of regional leaders, and public trust to support them. This is related to every Riau gubernatorial election followed by regional head candidates (governors, regents, and mayors). So that the candidates are considered to have understood the character, aspirations and can realize the expectations of the voters, this issue becomes important as an effort for the candidates to gain support effectively ([Meliala, 2020](#)).

The forms of political communication strategies are factors that influence the victory, which is very important to help and gain support in winning the gubernatorial election contestation. Recognition of voter behavior aims to design and implement the right strategy according to the targeted segmentation. This study aims to understand and identify the extent to which forms of political communication strategies are used as factors that influence the victory of Syamsuar and Edy Nasution in the Riau gubernatorial election. The purpose of this study is to what extent the forms of political communication strategy campaigns used by Syamsuar and Edy Nasution are factors that influence prospective voters in the General Election of Governor and Deputy Governor in Riau. This study finds out how much the political communication strategy of the campaign used by the candidate and the successful team affects the victory.

Methods

Case study is a method of collecting data by examiners to see phenomena through interviews between reviewers and respondents and focus group discussions (FGD) with more than two respondents and others according to the research location. The data obtained will be formed into a statement as a result of the research. This case study supports researchers to obtain information about the form of communication strategy of Syamsuar and Edy Nasution's victory in the Riau gubernatorial election. Information obtained through current case studies and in accordance with the research topic.

The case study research method is used because it can provide a better, more convincing interpretation, and increase validity. This research is used to collect various information about a phenomenon, then analyzed in more depth, making comparisons with other cases by referring to the phenomenon studied in depth ([Fuad & Kandung, 2014](#)). Seeing from one case or several cases then comparing to distinguish,

studying facts from phenomena that are suitable for studying a process, because case studies are important to connect understanding with facts because understanding is the goal of data analysis ([Ridder, 2012](#)).

For case studies the data obtained from interviews and documents the biggest challenge is connecting all the data obtained, the data collected is seen as contradicting each other ([Lexi, 2004](#)). To facilitate analysis, all materials are collected and organized into a form that is convenient for reuse, this method is called a case study database ([Ridder, 2012](#)). This case study is with exploratory study data which makes it easy to compose study statements and descriptions. Qualitative studies have diverse communication relationships and involve humans. Communication relations add to the practical experience of communication strategies for winning regional head elections in Riau. Not all candidate competition can be described by the form of political communication strategy used, but involvement and self-experience in interviews gives better results. Researchers believe this method is very helpful in obtaining accurate and honest information in interviews.

Results

Trying to understand the extent to which the form of political communication strategy is an influential factor for voters in making decisions to support the Syamsuar and Edy Nasution pair in the Riau gubernatorial election. They are considered as figures who can accommodate aspirations, and create political promises that become the expectations of the people who have the right to vote, this is important to attract attention and be understood by candidates and political parties who expect support. There are several research findings related to the forms of political communication strategies used by Syamsuar and Edy Nasution and the success team that influenced voter choices in the Riau Governor election, namely:

Factors of Influence of Mass Media

The factor of using mass media to influence voters in making decisions, where Syamsuar and Edy Nasution often use the media to show their reputation in the eyes of the public, they have succeeded in using the media as a mouthpiece to convey their previous successes, such as reputation as a former bureaucrat, regent for two terms. and military career. Even the use of mass media as a political communication strategy, long before the stage of the regional head election began, had been put to good use, especially positive coverage when serving as regent of Siak.

The use of mass media is a factor that influences voters because it can be used as a medium to convey programs and policies if elected as governor. The power of the media in the gubernatorial election was successfully utilized as a political communication strategy of victory, whether electronic media, print media, internet, social media, and other social media were used by candidates and the successful team a political communication strategy long before the governor election stage began, the goal was to get the attention of the public. A positive reputation in the eyes of voters is carried out transparently because it provides broad access to the mass media and anyone who needs information.

During the campaign, other social media were used to make direct approaches to the community, they went to the center of the crowd, attended traditional meetings, attended weddings, attended mass celebrations, and so on. Social media, such as Twitter, Facebook, Instagram, and WhatsApp are used as a medium for promoting the vision, mission, work program, and introduction of candidate profiles in an attractive way to highlight previous achievements. Social media by candidates and their success teams are used as a channel to channel creative ideas that are generally accepted by voters, such as political banners, billboards, and posters containing images of candidate pairs, short slogans, serial numbers, and supporting parties.

Syamsuar and Edy Nasution's posters contained short slogans that became an important part of the campaign, such as "Building a Better Riau". This is a political promise to the people of Riau to create changes in all aspects of development that are considered broader and have a positive impact. The poster contains an appeal that the public hopes to see and read the political messages plastered on the streets, displayed in an interesting way to be seen, read, and even captivated by the messages in it.

The Right Political Party Support Factor In The Eyes Of The Community

Characteristics of political parties understand that the reputation of individual candidates is built over a long time to provide a positive image, it is necessary for candidates who can understand the wishes of their voters. Rationalist voters are more focused on the ability of candidates when leading, here voters are more concerned with what parties and candidates have made before. The performance of the pair Syamsuar and Edy Nasution can be seen when serving as Regent of Siak for two terms, this reputation and image have developed in the community, as well as the supporting parties have succeeded in taking advantage of the issues of differences in political choices at the national level faced by the nation and state, this issue has become a problem. areas get the attention of voters.

The Syamsuar and Edy Nasution pair are supported by the National Mandate Party (PAN), the Prosperous Justice Party (PKS), and the National Democratic Party (Nasdem). Deputy Governor of Riau. The political party's support factor for Syamsuar and Edy Nasution was considered appropriate because they succeeded in winning the regional elections and managed to defeat the dominance of the Golkar Party, which wins every election and the governor's election.

Political parties' support for Syamsuar and Edy Nasution was very appropriate because from the start they had the highest level of popularity and electability of the other candidates. Political parties determine candidate leaders through a rigorous recruitment process involving internal and external cadres, this process is carried out openly and transparently. The concept of this recruitment strategy is to create a healthy party and function as a medium of political education for party cadres and the community, in fact, Syamsuar and Edy Nasution are external candidates from political parties. Syamsuar, the candidate for governor is the chairman of the Golkar Party's Regional Leadership Council (DPD II), but this party carries Andi Rachman as a candidate for governor. Meanwhile, Edy Nasution is a professional military officer who has never been involved in practical politics.

Factors of the Social Closeness of Individual Candidates With Voters

The factor of social relations or the closeness of individual candidates with voters affects victory, the pair Syamsuar and Edy Nasution before the governor election stage started have built social relations with voters, especially influential figures, social organizations, ethnic organizations, religious organizations, and youth organizations as well as recitation groups. perwitan). This communication strategy is carried out by visiting directly to communicate face to face, question and answer, and dialogue. Candidate pairs really understand that closeness to voters is a very important factor in terms of socio-culture, values, origins, understanding, and religion as a measure for determining voting rights for supported candidates.

In the gubernatorial election, the pair Syamsuar and Edy Nasution had extensive social networks that were fostered from the start through a personal approach, this social approach was carried out well as a political communication strategy, the goal was to gain the trust of voters because interaction with social networks as an approach became very important and one of the factors that influence support and victory. Edy Nasution, as a military officer, utilizes a personal network with members of the military below who directly without being ordered to support him, such as the district-level military command network (Koramil) and the village supervisory officer (Babinsa) that exist in all villages, the individual candidate's personal social network is used as strength, and became a factor that influenced the victory in the election for the governor of Riau.

The Positive Image Factor is Attached to the Individual Candidate

The positive image factor of Syamsuar and Edy Nasution's inherent individuals is used as a political communication strategy, to influence public opinion, seek voter support and win the contest for the General Election of Governor of Riau. Syamsuar, the candidate for governor is imaged as an experienced and accomplished figure in advancing regional development, this factor has made voters give a decision to support him as governor. His background as a former bureaucracy has been assigned to several regions with strategic positions, as well as when he was seated as the Regent of Siak, he was considered successful in advancing infrastructure development, improving public services, and increasing people's welfare.

Meanwhile, Edy Nasution, the candidate for deputy governor is a military officer with the rank of Brigadier General and occupies the position of Danrem 031/Wirabima Pekanbaru, this achievement in the military

field is not an easy matter for the Malay people to get, so the inherent image factor influences the community in making choices. The symbols of these positions are attached to individual candidates, these different backgrounds become a factor in the communication strategy to influence voters because the other candidates for governor have the same background as politicians.

The positive image of Syamsuar and Edy Nasution as experienced bureaucrats, outstanding regents, and professional military officers, has strengthened them as influential candidates in the elections for the Governor and Deputy Governor of Riau because they have succeeded in building an individual image that is easily recognizable to voters. Strategic position is the main factor in the political communication strategy of victory and the progress of the regions led before becoming candidates for governor has raised them, where this area is used by the community as a benchmark for political promises and the success of leaders because the results of development can be seen and felt directly.

The Simple and Unpretentious Appearance Factor Touches the Hearts of Voters

The simple and unpretentious positioning factor for gubernatorial candidates is used to increase support from prospective voters. The governor candidate here can convey policies, and answer political issues that develop rationally and to the expectations of prospective voters. This stage is an approach process that is carried out with voters, he can position himself as a figure who understands people who are still in economic difficulties, the ability to position oneself in a simple and unpretentious manner is seen according to the right time, place and condition in the eyes of the voters.

In the process of selecting regional heads, the pair Syamsuar and Edy Nasution appeared creatively different from other candidates, they managed to take advantage of the strengths and weaknesses of their political opponents, appear simple and unpretentious to gain support and victory by looking at the various potentials and risks faced. Partner Syamsuar and Edy Nasution and the success team managed to appear simple and unpretentious as an opportunity to influence voters, this tactic was successfully used when appearing in front of the public such as how to dress, speak and be charismatic. With a different appearance from other candidates, they managed to appear in front of voters familiarly, create two-way communication and be friendly with the public.

The image created can be adapted to their attitudes and actions, they are not only political communicators but also implementers of political promises that are kept through policies taken by considering the interests of many people. This strategy is considered appropriate to the situation and hits the hearts of voters who are still struggling in the economic field.

Financial Factor

The results of the study show that the factor of the victory of the Syamsuar and Edy Nasution pair in the gubernatorial election was because they had the necessary financial capital, both financial to obtain the requirements for candidacy (political parties) and finances to finance the activities of the political campaign needed to win the competition in the direct election contestation. finance is not used for the practice of money politics. So the financial factor to fulfill these two things is important for candidates, so in the direct election contestation, candidates who have a lot of money or access to finance have the potential to win.

In the post-conflict local elections in Indonesia, the Election Law has regulated financial sources that are justified to finance the operations of political campaigns by candidates, namely, contributions from regional head candidates, volunteer contributions (individuals and business entities), and contributions from political parties. For the Governor Election Campaign, financial capital is needed to finance campaigns in 12 regions/cities in the Riau region. The size of the financial needs as a result of the large area that must be visited by the candidates and the success team, the victory of the candidate in the political system is directly determined by financial factors.

Partner Syamsuar and Edy Nasution's victory is inseparable from the financial factors they have, it is estimated that 50 percent to 60 percent are borne by the candidate pairs. As the Regent of Siak for two periods so far, of course, he has prepared financial capital,, because he has estimated the financial needs needed, both financial capital to get political party support and campaign operations to increase

participation and vote support.

Political Marketing Factor

The political marketing factor of Syamsuar and Edy Nasution is used as a political communication strategy to influence voters in the Riau Governor Election. This tactic is to develop an appropriate communication strategy during the political campaign period, by segmenting the voter market and positioning and targeting voters who are the focus of the candidate's campaign. The pair Syamsuar and Edy Nasution and the team succeeded in dividing the main segmentation into the coastal and inland areas, where this area is a large area that is the target of victory. The coastal area consists of the districts of Siak, Bengkalis, Meranti Islands, Rokan Hilir, and Dumai city and the mainland area is focused on Rokan Hulu, Rokan Hilir, and Pekanbaru to strengthen identity bonds.

Segmentation in political marketing is an effort to introduce Syamsuar and Edy Nasution to the public according to the characteristics of various voters, carried out with different approaches. The campaign target begins with an understanding of the coastal areas that have the majority of voters in the Riau region. Syamsuar and Edy Nasution and their success team targeted influential figures (Regents, Mayors, and former governors) as targets. Targeting is an agenda for constituents that have been designed and positioning has been carried out, they appear perfect in attracting the hearts of voters which is carried out face-to-face, dialogically, utilizing information technology and others according to the characteristics of different regions. Positioning is an attempt to increase support. The pair Syamsuar and Edy Nasution can display a simple and unpretentious image to give hope to prospective voters, this is a process of relationship between candidates and voters by positioning themselves as the best figures by positioning themselves at the right time, place, and condition in the eyes of the voters.

Discussion

The purpose of this study is to what extent the forms of political communication strategy campaigns used by Syamsuar and Edy Nasution are factors that influence prospective voters in the General Election of Governor and Deputy Governor in Riau. This study finds out how much the political communication strategy of the campaign used by the candidate and the successful team affects the victory.

Malay Local Male Candidate

Syamsuar was born in Jumrah, Bangko, Rokan Hilir, Riau Province, the second child of H Wahi Abdullah and Rahima. He used to serve as Siak Regent with Arwin AS, used to be a candidate for Siak Regent, but lost, then came back because Siak Regent paired with Alfredo to win. The 2015-2020 period returns when the Siak Regent wins again for the second period to lead Siak Regency. Edy Nasution, was born in Bengkalis, Riau Province, but both parents are from Rokan Hulu, Riau Province. Edy Nasution, while living in Riau, he lived in Jalan Sisingamangaraja, Pekanbaru.

As a local Malay, Edy Nasution managed to start his career at the Military Academy (Akmil), the culmination of his career of almost 30 years with the last rank of Brigadier General with the position of Commander of Military Strategy 031/Wirabima, Riau Region, this position should last until 2019, but he decided to plunge into the world of politics as a candidate for deputy governor. Edy is commonly known as a religious soldier, as he is often asked to give religious advice from mosque to mosque. Through Islamic preaching, he was known to many and gained sympathy from many groups in Riau.

Experienced Former Bureaucrat Candidates

Syamsuar is an experienced political figure with a background in bureaucracy, having served in several strategic positions. His understanding of civil service, which is still a concern for the community, makes him a promising candidate for governor, as his election is expected to bring improvements to the civil service. During the election campaigns, his track record as a former bureaucrat was used as a political communication strategy to influence public opinion, which turned out to be a significant factor in his victory. A majority of respondents stated that bureaucracy was one of the factors that influenced their decision. As a former bureaucrat, Syamsuar is known for his involvement in various important activities, including the expansion of Bengkalis Regency into three sub-districts - Bengkalis, Rokan Hilir, and Siak -

in 1999, which has proven to be a success in three provinces.

In 2009, Bengkalis Regency was divided into Bengkalis Island and Meranti Island, with Syamsuar, a former bureaucrat, being appointed as the acting regent of Meranti Islands Regency. Respondents mentioned that this task was still remembered by the community, and Syamsuar utilized it as a tactic to approach both influential figures and voters. This task, along with his track record as a former bureaucrat, was used as a political communication strategy to reach out to the people in the four districts of Rokan Hilir Island, Siak, Bengkalis, and Meranti. These districts were the main targets of the campaign, as they were considered easily recognizable and had emotional intimacy with the voters.

The Track Record of Leaders has Achievements

Syamsuar's tenure as the Siak Regent for two terms was successfully utilized as a political communication strategy during the Riau governor election. His leadership has made him an influential figure, with the Siak area being recognized for its significant progress in infrastructure development. This achievement has established him as a trustworthy and capable leader, worthy of being nominated for the position of governor, given his track record as the Regent of Siak. Respondents have stated that the developmental progress of Siak Regency during the election campaign was successfully utilized as a political communication strategy to influence voters. A leader's track record can be a crucial factor in making political choices.

According to the respondent, Syamsuar, the regent of Siak, is considered to have strong financial management skills. This is evident from Siak regency's six consecutive years of receiving an Opinion Without Exception (WTP) from the Supreme Audit Agency of the Republic of Indonesia (BPK RI) and numerous other accolades at provincial, national, and international levels. His successful track record as a regent has been highlighted as an extraordinary achievement in his political campaign, which has been recognized and appreciated by the local community.

Effective Mass Media Coverage

General Election of the Governor and Deputy Governor of Riau, the use of the media is needed to expand the reach and attract the public to know and exercise their right to vote, this is related to the areas that must be achieved in the political campaign. So the use of mass media is important such as electronic media, print media, and the internet as well as other social media. Couple Syamsuar and Edy Nasution as well as the team have devised a campaign political communication strategy using media, to promote the vision, mission, and work program as well as introduce the profile of the candidate, as the media is very important and inevitable.

According to the respondents, Syamsuar throughout his tenure as regent has successfully used various mass media to support his leadership with positive news coverage and positive image impact. Similarly, in the Riau Governor General Election contest, Syamsuar and Edy Nasution also used the media as a force and political communication strategy to influence voters and seek support. The media as a political communication strategy for the campaign was provided during his tenure as Siak regent, always reporting positive cases and almost making no mistakes. Tokoh Syamsuar is described as a successful leader in the development of infrastructure, public services, and the economy of a growing community.

Developing public opinion well to influence voters, they managed to read a good opportunity to increase the popularity and selectivity of candidates. Successful or not the development of the region politically is very relative, this has to do with the way of looking at development and success, the point is they have a strong media team. Study respondents stated that the winning teams of Syamsuar and Edy Nasution used other media such as displaying posters of pictures of candidates with short names and slogans containing political messages to support them. Posters containing appeals are expected the public to see and read the political messages posted on the streets, displayed in an interesting way to see, read, and even be interested in the messages in them.

Extensive Social Network

The couple Syamsuar and Edy Nasution have successfully fostered social ties with extensive social networks that have been nurtured over the years especially interactions with influential figures, such as

district heads, community leaders, organization heads, youth leaders, religion, customs, and race. . Social relationships are also nurtured by networks of social organizations, such as religious organizations, traditional organizations, youth organizations, ethnic groups and community groups that have social activities. Social ties are nurtured before the election stage begins, especially in districts/cities that are close to emotions such as Siak, Bengkalis, Rokan Hilir, Dumai, Meranti Islands, and Pekanbaru.

Respondents explained that contact with social networks is done by visiting directly with face-to-face communication, question, and answer as well as dialogue. The approach with social networks is well implemented as a communication strategy, the goal of which is to gain the trust and support of voters. Similarly, Edy Nasution has a network with members of the military structure. Jawatan Danrem 031/Wirabima Provinsi Riau, has a network of subordinate commands, such as a network of district-level military commandos (Koramil) and village supervisors (Babinsa) found in all villages, without being instructed to support seniority as one of the eligible participants.

This network is used as one of the strengths and becomes a factor influencing the victory. Tokoh Syamsuar, a candidate for governor from Rokan Hilir, and Edy Nasution, a candidate for deputy governor, were born in Bengkalis with parents from Rokan Hulu. The background of the original area certainly has an emotional closeness to the Rokan area and influential political figures from Rokan such as Rusli Zainal, Anas Maimun, Wan Abu Bakar, and Wan Thamrin Hasim, these political figures are from the Rokan area or the coastal people who are part main. The study also found data from respondents who stated that no candidate for governor and deputy governor had social networks such as the couple Syamsuar and Edy Nasution because social networking could not be done in a short period.

The victory of Syamsuar and Edy Nasution managed to build social ties according to the appropriate time, situation, and momentum, this is related to the crisis of trust in provincial leaders. Social relationships are individual efforts to realize the trust of voters, but social relationships will not succeed if they wake up in a short time. Gaining the trust and support of the people takes time to be considered by the voters, the presence of a large number of people in a political campaign is not a guarantee of support without the bonds forged.

Party Support Suits the Masses

The pair of Syamsuar and Edy Nasution in the election of Riau Governor directly did not escape the support of the supporting political parties, as one party has a channel to be a provincial candidate or the nomination conditions are easier and more effective than other channels. (individual). In the election of the Riau Regional Governor, the couple benefited from the support of PAN and SME parties, as the support of these parties was also in line with the time, situation, and political momentum demanded by the majority of the Malay community, thus being one of the factors influencing the victory. The majority of respondents said that political parties are the main instruments of the democratic political process, such as managing the technical requirements for candidacy, according to the position of the match, political campaign, and political lobby. Political parties also benefit from bringing in the pair of Syamsuar and Edy Nasution, as they have popularity ratings and selectivity based on poll results.

Respondents said, creating a healthy and functioning party is not an easy thing, a solid foundation is needed to create a party that truly functions as a medium of community articulation, as the party has the right to determine candidates in general elections. The decision of the three political parties to nominate candidates from outside parties is very appropriate because it can defeat the dominance of the Golkar party which has always won in the Riau governor election. The couple Syamsuar and Edy Nasution are outside candidates from the supporting party. Tokoh Syamsuar, the candidate for governor is a Golkar party cadre who holds the position of Head of the Golkar Party's Regional Leadership Council (DPD II). The Golkar Party brought in Regional Chief Andi Rachman, the incumbent Governor of Riau and the Chairman of the Riau Regional Leadership Council (DPD I).

The selection of candidates from outside parties may be advantageous and disadvantageous, advantageous if won, but disadvantageous because they are not fully supported by the party at the provincial level in the political campaign. Political party factors are political institutions, political education, and the future of democracy, in theory, and the concept in Indonesia has not worked by the functions and expectations of the people in every election, the party only serves to meet the requirements for candidacy. The victory

of Syamsuar and Edy Nasution has not fully become a supporting party, this can be seen during the political campaign, the party structure does not function as a political tool to win the candidate. While the institution of the party by the respondents, greatly influenced the victory, because the party administrator had direct intimacy and could influence the voters. In terms of concept and theory, party support during political campaigns becomes a factor influencing victory, if the functions and responsibilities of political parties as participants in the General Election of Regional Heads are carried out.

Respondents stated that the political party's communication strategy campaign against Syamsuar and Edy Nasution's victory was not an influencing factor, but their victory was influenced by trust and closeness to the community. This means that the General Election has directly changed the role of political parties the party factor is only required to approve a nomination. Worse, gaining party support requires huge funds, because the pragmatism of political parties, means that without financial capital they will not get party support.

Financial Capital

Every political campaign activity, large or small, requires money, especially in the context of winning a direct governorate election, it certainly requires a lot of money. This is in line with changes in the political system that have resulted in candidates needing money to win provincial head elections, as various campaign activities are aimed at winning. The democratic political system of electing district heads (governors, regents, and mayors) in Indonesia, also gives a picture of high-cost political practices, although there is no guarantee a candidate will win, money can be a factor. which affects the vote.

The victory of Syamsuar and Edy Nasution is not without a lot of financial capital, because they must get party support as a condition of candidacy (political party) and they also need to fund political campaign activities, so money. become very important and candidates who have financial capital or access to finance have the potential to win. In elections, according to respondents, there are three sources of finance according to the law namely candidate contributions, voluntary contributions (individuals and legal entities), and political party contributions. The election of the Governor of Riau Province requires money for candidates and teams to fund political campaigns in 12 provinces/ports of Riau Province, areas that must be visited require a lot of money. In Indonesia, which adheres to a direct democratic political system, it is difficult to avoid high-cost politics, as financial capital is a determining factor in the Gabanor provincial election contest.

The couple Syamsuar and Edy Nasution won of course influenced by financial factors, but their victory was because they have sufficient financial capital. After all, from the very beginning, it was predicted to win, as well as the cost of the campaign according to their finances. abilities. Respondents said at least 50 percent to 60 percent of political campaign funding was borne by candidates, but they were believed not to be doing money politics to win. Money politics is usually used as a strategy to penetrate the power of political opponents in various ways used to influence choice.

'Tokoh' Syamsuar, a candidate for governor, certainly provides for the financial needs, although not much, there must be a Malay saying, because he needs to carry out a win-win communication strategy. Respondents said that indirect politics is nothing cheap, nothing more wasteful because money is also needed to increase participation and support for voting. Regulations related to the financial resources of the district head candidate's campaign are an important issue because the financial resources are the responsibility of the District General Election Commission (KPUD) and the Election Supervisory Board (Banwaslu). After all, the government allocates funds to organize and disseminate the General Election of the Governor and Deputy Governor of Riau.

Conclusion

Regardless of the quality of the political communication strategy prepared by Syamsuar, Edy Nasution, and their success team, and despite having various resources and ample funds to influence voters and win the Riau Governor Election, it will not be effective without a well-planned and timely political communication strategy that takes into account the political situation and momentum. In order to succeed in the election, it is essential to learn from past successes and failures, understand the political situation,

respond to community issues, and identify political changes to formulate a winning communication strategy. This strategy should be implemented from the beginning of the campaign and continuously throughout it.

Several factors influenced the success of Syamsuar, Edy Nasution, and their successful team in their communication strategy during the election. These factors included mass media coverage, political party support, the social closeness of the individual candidate with voters, positive image attached to individual candidates, simple appearance that resonates with voters, financial factors, and political marketing factors. However, the victory was also determined by the candidate and their successful team, who understood the wishes of their supporters to win. The partnership between Syamsuar, Edy Nasution, and the Ministry of Religion was a victory for the people, who hoped for a change in leadership that was better, cleaner, and more authoritative. They also hope that the elected leaders will fulfil their political promises and devote their lives to the nation's and state's progress and interests.

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