



Ni Luh Djelantik's Political Campaign Strategy in the 2024 Bali Regional Representative Council Election

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Abstrak

Tujuan: Penelitian ini bertujuan untuk mengetahui strategi kampanye politik yang digunakan oleh Ni Luh Putu Ary Pertami Djelantik dalam memenangkan suara pada Pemilihan Legislatif Dewan Perwakilan Daerah (DPD) Tahun 2024.

Metode penelitian: Penelitian ini menggunakan pendekatan kualitatif dengan pengumpulan data melalui observasi, wawancara, dan dokumentasi. Dengan jumlah sampel sebanyak tiga orang. Teknik analisis data menggunakan model analisis interaktif.

Hasil dan pembahasan: Strategi kampanye politik yang diterapkan oleh Ni Luh Putu Ary Pertami Djelantik melibatkan pendekatan emosional kepada pemilih, penekanan pada isu-isu sosial khususnya di Bali, penciptaan citra yang sederhana, serta menonjolkan diri sebagai satu-satunya kandidat perempuan dalam pemilihan legislatif DPD Bali 2024. Ia berhasil menerapkan strategi kampanye yang efektif dalam pemilihan legislatif DPD Bali 2024.

Implikasi: Pendekatannya mencakup penguatan citra melalui peran sebagai "mamak" yang dekat dengan masyarakat, penggunaan media sosial untuk memperkuat personal branding, fokus pada isu-isu pemberdayaan perempuan, serta perhatian terhadap masalah sosial dan kemanusiaan.

Kata kunci: Strategi kampanye, pemilihan legislatif DPD Bali 2024, branding, media sosial

Abstract

Purpose: This research was conducted to determine the political campaign strategy used by Ni Luh Putu Ary Pertami Djelantik in winning votes in the 2024 Regional Representative Council (Dewan Perwakilan Daerah/DPD) Legislative Election.

Research method: This research uses a qualitative approach by collecting data through observation, interviews and documentation. With a sample size of 3 (three) people. The data analysis technique uses an interactive analysis.

Results and discussion: The political campaign strategy implemented by Ni Luh Putu Ary Pertami Djelantik includes an emotional approach to voters, emphasis on social issues especially in Bali, creating a simple image, and highlighting herself as the only female candidate in the DPD legislative election Bali 2024. She succeeded in implementing an effective campaign strategy in the 2024 Bali DPD legislative election.

Implication: Her approach included strengthening his image through the role of a "mamak" who is close to the community, using social media to strengthen personal branding, focusing on issues of women's empowerment, and paying attention to social and humanitarian problems.

Keywords: campaign strategy, 2024 Bali DPD legislative election, branding, social media

INTRODUCTION

The 2024 simultaneous elections are expected to show an improvement in quality compared to the 2019 simultaneous elections. One of the primary expectations is an increase in voter participation, which is regarded as an indicator of successful democratic consolidation (Sutarini, 2019). Public involvement in the electoral process

holds significant importance, especially in several aspects. First, such involvement can enhance citizens' interest and awareness regarding the election process, as well as increase their knowledge and information about it. This aspect of participation includes election socialization, voter education, media coverage, and the dissemination of survey results (Ramadhan & Kuwado, 2023). Second, the exercise of party sovereignty is heavily dependent on the participation of members, the sovereignty of the people, human rights in the political context, and the recognition of the legitimacy of political parties and state administrators at both national and regional levels (Fahmi, 2010).

However, government policies that often do not align with the will of the people can lead to a loss of public trust and reduce voter participation (Mahendro, 2024). Therefore, it is crucial for voters to understand the key ideas and policy plans of the candidates they will choose. The General Elections Commission (KPU) has announced the final voter list (DPT) for the 2024 elections, totaling 204,807,222 voters. The DPT recap shows that the majority of voters are from Generation X, Z, and Millennials. A total of 66,822,389 voters (33.60%) belong to the Millennial generation, born between 1980 and 1994. Meanwhile, voters from Generation Z, born from 1995 to the 2000s, number 46,800,161 (22.85% of the total DPT). When combined, the number of voters from the Millennial and Generation Z groups exceeds 113 million, representing approximately 56.45% of the total electorate for the 2024 elections (Public Relations of KPU RI, 2023).

It is important for the younger generation to support the General Elections Commission (KPU) during the elections by sharing similar views and perceptions regarding the significance of elections as a tool for national integration. In this context, advancements in information technology provide an opportunity for the youth, known for their technological expertise, to assist the KPU in filtering misinformation and hate speech. With the high participation rate of Generation Z in the 2024 elections, voter readiness in making informed choices is essential. Gen Z, as first-time voters, can be encouraged to engage more deeply in politics through effective political communication. The widespread use of the internet for socio-political issues also significantly promotes information penetration among Gen Z as first-time voters (Syah, 2023).

Elections are often associated with political parties and campaigns and are seen as a celebration of democracy where citizens can exercise their freedom to vote. Elections are an essential democratic tool for governing by, of, and for the people (Yanuartha *et al.*, 2022). Campaigns serve as a platform for executive or legislative candidates to introduce themselves to the public. The emergence of many new parties adds vibrancy to the campaign atmosphere, with competition becoming increasingly intense.

It is interesting to note that newcomers can gain significant votes, competing directly with incumbents, with the support of political parties (Sagala & Astika, 2015). One commonly used method is through media, such as billboards, to convey messages to the public. Various types of campaigns are pursued by young legislative candidates, including direct political outreach to the community, organizing work teams or volunteers, gathering loyalists to engage with the public, installing campaign materials, and participating in or providing assistance based on community needs (Shiddiqi & Vitasari, 2024).

However, the effectiveness of conventional campaign media is questioned amid the rising use of social media, especially among young voters (CNN Indonesia, 2023).

Therefore, digital marketing strategies and innovative campaign approaches are essential to increase the popularity of legislative candidates among young voters (News Bisnis, 2022). PKPU Regulation No. 15 of 2023 governs election campaigns, with methods including limited meetings, social media, mass media advertising, and candidate debates. Dewa Agung Gede Lidartawan, Chair of the Bali Provincial KPU, has proposed that political parties reduce the use of billboards and focus more on utilizing technology, given that 54% of voters in Bali are millennials (KompasTV Dewata, 2023). A prominent example of an effective campaign strategy is Ni Luh Putu Ary Pertami Djelantik, known as 'Mbok Niluh.' She frequently raises current issues and advocates for the interests of the Balinese people. With the support of more than 2,000 people in Bali, Mbok Niluh won 377,152 votes in the DPD legislative election, marking her success in representing Bali at the national level.

Meanwhile, research on campaign strategies utilizing the significance of social media platforms like Facebook and Instagram as effective instruments in political marketing has been conducted to examine the formation of a candidate's character (Gasa, 2018). The role of social media, particularly Facebook and Instagram, is crucial in strengthening a candidate's political image. Through the integration of political marketing principles—including policy, personality, party affiliation, and image building—prioritizing policies that align with the needs of the public can project a strong and positive image in the eyes of society, presenting the candidate as a respected choice for the position of Regent (Mahfudhi & Khamdiyah, 2022).

In this context, it is important to explore further how the campaign strategies employed by legislative candidates can influence their success in elections. This study emphasizes that selecting the right communication strategy is essential in achieving political objectives. Each type of media has its advantages and disadvantages, and choosing the right strategy affects the electability of political figures (Yanuartha *et al.*, 2022). Therefore, this study will examine the campaign strategy of Ni Luh Putu Ary Pertami Djelantik in the 2024 simultaneous legislative election for the Bali Regional Representative Council.

RESEARCH METHODS

This study employs a qualitative approach, examining entities such as individuals or groups in depth over a specified period. Data were gathered through meetings, perceptions, and documents, allowing researchers to gain insights into social phenomena. The researcher acts as the primary instrument and must establish a good rapport with the subjects to obtain accurate data (Moleong, 2002). Primary data were collected through interviews and documentation related to Ni Luh Putu Ary Pertami Djelantik's political campaign strategies during the legislative elections, while secondary data were sourced from books, journals, reputable news portals, and other relevant literature.

The unit of analysis in this research is the individual, focusing on the campaign strategies of Ni Luh Putu Ary Pertami Djelantik. Data were collected through in-depth interviews with three key informants: Ni Luh Putu Ary Pertami Djelantik as the main subject, Gede Radiana Yasa as the campaign team coordinator, and Dr. Ni Made Ras Amanda Gelgel as a local media observer. Data collection techniques included structured interviews, which allowed the researcher to refine questions in response to

emerging phenomena. Additionally, document studies were conducted to support interview findings, thereby enhancing data credibility. The activities in data analysis include data collection, data reduction, data presentation, as well as drawing conclusions and verification, which are known as the Miles and Huberman Data Analysis Model (Sugiyono, 2017).

Data analysis was conducted during and after data collection. The collected data were reduced to summarize and filter essential information and to identify themes and patterns. Data presentation was carried out in the form of narratives, diagrams, or flowcharts to facilitate understanding and planning of subsequent steps. Initial conclusions are provisional and may change; however, if supported by valid evidence, these conclusions gain credibility.

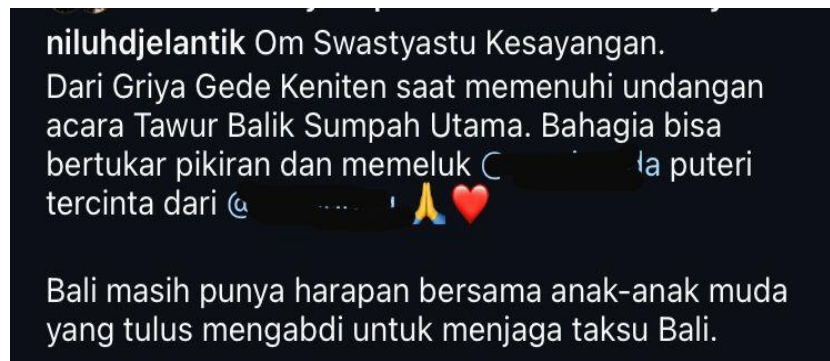
RESULTS AND DISCUSSION

A campaign is a series of organized communication actions aimed at producing a specific impact on a target over a certain period (Ruslan, 2008). Looking further, a campaign is an activity with the practical goal of achieving public social change, and each campaign action has the potential to make an impact by promoting two-way communication (Rogers & D., 1987). Meanwhile, Kotler and Roberto define a campaign as follows: *“Campaign is an organized effort conducted by one group (the change agent) which intends to persuade others like (the target adopters), to accept, modify, or abandon certain ideas, attitudes, practices and behavior (Kotler & Roberto, 1989)”*. In the context of political campaigning, the combination of online campaigning and face-to-face interaction constitutes an effective and complementary approach, particularly within the sphere of local politics (Darajat *et al.*, 2024). Online campaigning, leveraging digital platforms, enables candidates to reach a wide and diverse electorate efficiently, disseminating information and engaging voters on a large scale. It offers the advantage of accessibility and immediacy, allowing for continuous engagement with constituents. Conversely, face-to-face interaction remains an essential component of local political campaigns, fostering personal connections, building trust, and addressing the concerns of voters in a direct and meaningful manner. When integrated strategically, these two methods not only enhance each other's effectiveness but also provide a balanced approach that can adapt to the varied preferences and needs of the electorate. In local political contexts, where community ties and direct engagement often play a critical role in influencing voter behavior, the combination of digital and personal outreach is a powerful tool for mobilizing support and strengthening candidate visibility. It is crucial to have effective campaign management and a well-developed political marketing strategy to support the success of female candidates (Rizki, 2023).

If campaign strategies are used effectively, the campaign objectives will be achieved. To gain a deeper understanding of the campaign strategies implemented by Ni Luh Putu Ary Pertami Djelantik in the 2024 Bali Regional Representative Council legislative election, the researcher conducted direct interviews with her and documented the process for further analysis. From the collected data, several key strategies were identified that Ni Luh Djelantik used to strengthen her public image and increase her electability.

Establishing Closeness as a 'Mother' Figure

One of the main strategies that stands out is how Ni Luh Djelantik positions herself as a woman closely connected to the wider community. She often refers to herself as 'mamak' or 'mbok,' while addressing those she meets as 'dear ones.' This approach helps to build a deeper emotional connection with voters, allowing her to be seen not only as a leader but also as a caring and reliable mother or older sister figure.



Gambar 1. Contoh Membangun Kedekatan Sebagai "Mamak" atau Figur Ibu

Both in direct interactions and through social media, Ni Luh Djelantik frequently portrays herself as an empathetic and caring person, making people feel valued. In an interview, Ni Luh Djelantik stated: *'...here, I am like their mother, but even outside of here, I am still the mother of my dear ones...'* the quote above from the interview results illustrates how someone like 'Mbok Niluh' positions herself as a 'mother' figure in various situations, which can be linked to theories on how political actors influence public perception and become top of mind for the community.

In the interview, Mbok Niluh demonstrated her ability to adapt to various roles according to different contexts and audiences, akin to how political actors tailor their messages and images for various segments of society. This approach has successfully established Ni Luh Djelantik in the public memory as a warm, loving leader, ready to embrace the people.

The Utilization of Social Media for Branding

Regarding the use of media by Ni Luh Putu Ary Pertami Djelantik during her campaign, data shows that she has long utilized social media as a method to attract public attention and support. These findings are consistent with the following interview results.

"...indeed, we have not only started using social media today; we have been using it for quite some time. Our movements on social media, thank God, have become a basis for officials to self-reflect, to examine whether the regulations they make align with the people's interests or not..."

The statement describes how Mbok Niluh Djelantik uses social media to influence public policy. She utilizes this platform to disseminate information and press officials to engage in self-reflection and review the regulations they have enacted. Social media enables rapid and wide-reaching message dissemination, helping to raise public awareness and support. Secondly, public pressure via social media compels

officials to be more responsive to the people's needs, resulting in policies that better align with public interests.



Gambar 2. Laman Instagram @niluhdjelantik sebagai media sosial untuk branding

By continually advocating issues through social media, this group remains relevant and commands the attention of officials and the public alike. This demonstrates that social media can be effectively used to influence public officials' perceptions and actions, as well as to drive more inclusive and responsive policy changes. Another important strategy used is social media, especially Instagram, to strengthen personal branding and communication with the public. Through her Instagram account @niluhdjelantik, she frequently uses affectionate terms like "mamak" or "mbok" to address her followers and refers to them as "beloved." This is part of a narrative crafted to create an image of herself as approachable and friendly. Additionally, social media platforms are leveraged to reach younger, digitally active voters. Ni Luh Djelantik's choice to emphasize media use in conveying information to her voters, without engaging in open field campaigns that involve large-scale mobilization, represents a modern update to political campaign strategies (Suherman, 2017).

Through her social media account, Ni Luh Djelantik not only promotes her vision and mission but also shares her daily activities, responds to current issues, and showcases her human side. This use of social media is highly effective in raising public awareness of her brand and strengthening direct interaction with the community. This has become a key strategy in attracting the attention of Millennials and Gen Z, who expect transparency and a digital presence from leaders.

The Narrative of Women's Empowerment in Campaigns

Another strategy employed by Ni Luh Djelantik is to emphasize her identity as the only woman in the 2024 DPD Bali legislative elections. This provides her with a unique position in a political contest largely dominated by men. As a woman, she strives to demonstrate that women possess the same capacity for leadership and can

even break records in politics. This is further reinforced by her statement: "...the first female senator in twenty years, achieving the largest number of votes..."

This statement not only reflects personal success but also highlights the issue of women's empowerment, which is highly relevant in the current socio-political context. As we know, the issue of women's empowerment is quite popular in the social-political discourse of modern democracy today (Yohana & Liliana, 2015). By addressing gender equality and showcasing her achievements as a woman, Ni Luh Djelantik effectively garnered sympathy, particularly from female voters who feel represented by figures like her.

Social and Humanitarian Issues as Campaign Themes

Additionally, Ni Luh Djelantik's campaign focuses on social and humanitarian issues. She is known as a social activist deeply committed to workers' rights, gender equality, and environmental protection. These issues are central to her campaign, reflected in her speeches, public discussions, and social media presence. Ni Luh Djelantik strives to present herself as a leader who not only considers the interests of ordinary people but is also willing to engage directly in resolving their problems. On various occasions, she emphasizes the importance of social justice and the well-being of the Balinese community, as well as Indonesia as a whole. Through this combination of strategies—her closeness as a "mamak," the utilization of social media, a narrative of women's empowerment, and the elevation of social issues—Ni Luh Putu Ary Pertami Djelantik has successfully built a strong and relevant image within society. These strategies have also enhanced emotional connectivity with voters, making her one of the candidates with a clear vision and commitment to social change in Bali and Indonesia.

CONCLUSION

Ni Luh Putu Ary Pertami Djelantik has successfully implemented a variety of effective campaign strategies to strengthen her position in the 2024 Bali DPD legislative election. Some of the strategies she has employed, such as cultivating an image as a figure close to the community through the 'mamak' approach, efficiently utilizing social media to enhance her personal branding, highlighting issues of women's empowerment, and emphasizing her attention to social and humanitarian problems, have significantly contributed to strengthening her image in the eyes of voters. These strategies not only increased emotional engagement with the community but also expanded her support, particularly among young voters and women. Through this combination of approaches, Ni Luh Djelantik has successfully presented herself as a candidate who cares about social issues and is capable of representing the interests of the community.

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