



Campaign Strategy of The Prosperous Justice Party in Banda Aceh City For The 2024 General Election

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Abstract. The main issue underlying this research is how PKS can design a campaign strategy that can survive amidst changing political communication patterns, limited resources, and the declining effectiveness of conventional campaigns that have been the party's strengths. This research is important and interesting because the PKS campaign in Banda Aceh for the 2024 General Election demonstrated a unique phenomenon: the use of a hybrid strategy that combines a door-to-door approach based on cadre proximity with creative campaign techniques such as flash mobs and massive digital messaging. This study aims to analyze the planning, implementation, and evaluation of the Prosperous Justice Party (PKS) campaign strategy in Banda Aceh City for the 2024 General Election. The method used is descriptive qualitative with data collection through direct interviews with the PKS campaign winning team in Banda Aceh City. The results show that PKS implemented effective communication strategies, such as door-to-door campaigns, indirect mass campaigns, and creative flash mob techniques to reach voters and increase public participation. This combination of traditional and digital strategies has produced significant impacts: increased emotional closeness with voters, increased public exposure to campaign activities, and an increase in PKS's vote share of 17.14% compared to the 2019 Election. This means that PKS's campaign strategy has not only succeeded in maintaining political support, but also expanding the voter base through innovative political communication. This research contributes to the understanding of political campaign strategies in the regional context and provides practical insights for political parties in increasing campaign effectiveness.

Keywords: Campaign strategy; Prosperous Justice Party; General Election

Abstrak. *Persoalan utama yang melatarbelakangi penelitian ini adalah bagaimana PKS merancang strategi kampanye yang mampu bertahan di tengah perubahan pola komunikasi politik, terbatasnya sumber daya, serta menurunnya efektivitas kampanye konvensional yang selama ini menjadi kekuatan partai. Penelitian ini menjadi penting dan menarik karena kampanye PKS di Banda Aceh pada Pemilu 2024 memperlihatkan fenomena unik: penggunaan strategi hibrida yang menggabungkan pendekatan door-to-door berbasis kedekatan kader dengan teknik kampanye kreatif seperti flash mob dan penyebaran pesan digital yang masif. Penelitian ini bertujuan untuk menganalisis perencanaan, pelaksanaan, dan evaluasi strategi kampanye Partai*

Keadilan Sejahtera (PKS) di Kota Banda Aceh pada Pemilihan Umum Tahun 2024. Metode yang digunakan adalah kualitatif deskriptif dengan pengumpulan data melalui wawancara langsung dengan tim pemenangan kampanye PKS Kota Banda Aceh. Hasil penelitian menunjukkan bahwa PKS menerapkan strategi komunikasi yang efektif, seperti kampanye rumah ke rumah, kampanye massa tidak langsung, dan teknik kreatif flashmob untuk menjangkau pemilih dan meningkatkan partisipasi masyarakat. Kombinasi strategi tradisional dan digital ini menghasilkan dampak signifikan: meningkatkan kedekatan emosional dengan pemilih, meningkatnya eksposur publik terhadap aktivitas kampanye, serta bertambahnya perolehan suara PKS sebesar 17,14% dibandingkan Pemilu 2019. Artinya strategi kampanye PKS tidak hanya berhasil mempertabahkan dukungan politik, tetapi juga memperluas basis pemilih melalui inovasi komunikasi politik. Penelitian ini memberikan kontribusi dalam pemahaman strategi kampanye politik pada konteks regional serta memberikan wawasan praktis bagi partai politik dalam meningkatkan efektivitas kampanye.

Kata kunci: Strategi kampanye; Partai Keadilan Sejahtera; Pemilihan Umum;

INTRODUCTION

The Prosperous Justice Party, often referred to as PKS, is one of the political parties involved in Indonesian politics, born from the Tarbiyah movement on several campuses in Indonesia in the 1980s. (Siregar et al., 2024). Tarbiyah movement is understood as an alternative to various Islamic movements. The establishment of the Prosperous Justice Party is inseparable from the role of the Justice Party; among the 48 political parties participating in the 1999 Election, the Justice Party was ranked seventh (Chalik & Hamdi, 2022). However, these findings did not meet the electoral threshold requirements, so it could not participate in the 2004 Election unless it changed its name and symbol, then the party was transformed into the Prosperous Justice Party (PKS).

In a relatively short time, PKS successfully crossed the parliamentary threshold in the 2004 elections and gained significant support in Aceh. PKS won 7.3% of the vote and controlled 45 seats in the Indonesian House of Representatives, ranking sixth out of fifteen parties in Aceh (Wahyudi, 2017). This indicates that PKS remains one of the most influential Islamic parties in Aceh, as evidenced by its significant presence of cadres and supporters (Anna Kurniawati et al., 2024)

In Indonesia's democratic system, general elections (pemilu) are an important instrument for determining leaders and state policies (Wihardjo, 2025). Elections are the primary means for the public to participate in determining figures and the direction of public policy directly, publicly, freely, secretly, honestly, and fairly as stipulated in Law No. 7 of 2017

(Kovusov et al., 2023). The significance of elections in democracy is also in line with the principle of deliberation in Islam, as stated in QS. Asy-Shura verse 38:

وَالَّذِينَ اسْتَجَابُوا لِرَبِّهِمْ وَأَقَامُوا الصَّلَاةَ وَأَمْرُهُمْ شُورَىٰ بَيْنَهُمْ وَمِمَّا رَزَقْنَاهُمْ يُنفِقُونَ

This verse emphasizes the consultative process in decision-making (Isma & Yusuf, 2020). The concept of democracy, in political communication literature, understands campaigns not merely as the dissemination of information, but as an arena for deliberation and deliberation, a space where political actors build representation, offer ideas, and influence public preferences through structured messages. Modern campaigns have also undergone a logical transformation due to the presence of social media, which enables two-way interaction, network-based mobilization, and the personalization of political messages (Galuh Larasati et al., 2023). In Aceh, the strong religious context makes Islamic identity a source of symbolic legitimacy, so that PKS campaign messages are not only political but also religio-cultural. Thus, the theory of democracy and political communication is relevant to explain how PKS frames ideas, builds emotional closeness, and aligns its communication strategy with the sharia values that exist in Acehese society.

The 2024 election is a big momentum for the Indonesian people, including in Banda Aceh City, where the voter participation rate reached 81.65 % , increasing from 78.63% in 2019. In this context, political parties function as vehicles to achieve power constitutionally to influence public policy (Luhukay, 2024).

One of the political parties involved in the political arena in Indonesia is the Prosperous Justice Party (PKS). In the 2019 elections, the PKS DPD in Banda Aceh City secured five seats in the Banda Aceh City DPRK with the highest vote count of 18,371. With these results, PKS Banda Aceh City successfully passed five of its cadres as members of the Banda Aceh DPRK. In the 2024 elections in Banda Aceh, PKS again secured five seats with the highest vote count of 21,519. Based on these results, there was an increase of approximately 17.14% (KIP Banda Aceh, 2024).

Maintaining the PKS DPD's seat in the Banda Aceh City DPRK legislative assembly is crucial for an effective campaign strategy. Campaigning

is one way to achieve victory. Indonesians generally view campaigns as propaganda, involving mass gatherings, car convoys, and artist performances. However, fundamentally, a campaign is the delivery of a message to a large audience with the aim of influencing them to gain political support from the public. Campaigns can be delivered in various forms, such as posters, banners, billboards, speeches, discussion events, and others. The goal of a campaign in the context of legislative elections is to gather ideas that can serve as a basis for developing a political agenda in the areas of food, employment, and health (Tibaka & Rosdian, 2018).

In reality, the PKS Banda Aceh implemented various campaign strategies, ranging from door-to-door campaigns and indirect mass campaigns to the use of flash mobs as a creative method to attract public attention and increase voter turnout. Many passersby offered support and encouragement to the participants, demonstrating a positive response to this action. Social media also plays a crucial role in providing information regarding the 2024 elections, particularly in campaigning for the Prosperous Justice Party's vision and mission. The presence of social media has transformed political communication by incorporating new media logic into it (Anna Kurniawati et al., 2024).

Regarding the importance of campaign strategy, Hans-Dieter Klingemann and Andrea in their book *Public Campaigns & Opinion Research* state that "*we believe that the success (or failure) of a campaign depends heavily on the planning, implementation, and evaluation of the campaign with all available scientific tools.*" This means that the success or failure of a campaign depends heavily on the planning, implementation, and evaluation of the campaign being carried out scientifically and systematically. With careful planning, the needs of voters and target audiences can be accurately identified. The campaign implementation phase requires an effective communication strategy, while the evaluation phase serves as a benchmark for the campaign's impact and a basis for reflecting on future strategy improvements.

Much research on the PKS has been conducted to date, but generally focuses on the national level, such as party ideology (Wahyudi, 2017), internal dynamics and factionalism (Siregar et al., 2024), or macro-political orientation (Chalik & Hamdi, 2022). However, studies examining PKS campaign strategies at the city/district level, particularly through qualitative approaches that explore the planning, implementation, and evaluation

processes in depth, are still very limited. Local research on Banda Aceh is almost absent in the literature, indicating a need for more micro- and contextual case studies.

As a political party based on Islamic values, Aceh provides an opportunity for the Prosperous Justice Party (PKS) to strengthen its Islamic identity and champion the aspirations of the people. However, despite PKS's increased vote share in the 2024 elections in Banda Aceh, it remains unclear which campaign strategies were most effective, how the campaign planning mechanism was structured, how it was implemented in the field, and how the local PKS team evaluated the strategy. This lack of understanding indicates a research gap that requires in-depth examination at the city level. Therefore, this study aims to answer three main questions: how the PKS campaign strategy planning mechanism was implemented in the 2024 elections, what communication tactics were used and how effective they were in the community, and how the PKS team evaluated the campaign's success and its assessment indicators. Based on these three focuses, this study aims to systematically describe the PKS campaign planning mechanism in Banda Aceh, identify and analyze the superior communication tactics used during the campaign, and evaluate the indicators of strategic success according to the local PKS team as a basis for assessing campaign effectiveness and opportunities for future improvement.

This research uses a descriptive qualitative approach to explore the campaign strategy of the Prosperous Justice Party (PKS) in the 2024 election in Banda Aceh City. This research is grounded in a constructivist paradigm, which views social reality as a subjective, contextual, and relative construction. This paradigm is used to capture the internal dynamics of the PKS campaign team in responding to challenges and opportunities during the campaign process.

The data sources consist of primary and secondary data. Primary data were obtained through in-depth interviews and unstructured observations of the PKS DPD administrators in Banda Aceh City, consisting of the secretary, the head of the election winning division, the head of the public relations division, the DPD chairman, and members of the PKS DPRA faction. Secondary data were obtained from official party documents, campaign archives, books, journals, and other relevant literature. Data collection

techniques included unstructured observations, semi-structured interviews, and documentation, such as photos of activities and campaign notes.

Data analysis was conducted using the Miles and Huberman model, which consists of three stages: data reduction, data presentation, and conclusion drawing (Miles & Huberman, 2014). Data reduction is carried out by filtering and simplifying data to focus on relevant aspects. The reduced data is then presented systematically in narrative or visual form to facilitate understanding. Next, conclusions are drawn by interpreting the findings in depth to answer the problem formulation and contribute to the study of political campaign strategies. This approach is expected to provide a comprehensive understanding of the PKS campaign strategy within the social and cultural context of the Banda Aceh community.

RESULTS AND DISCUSSION

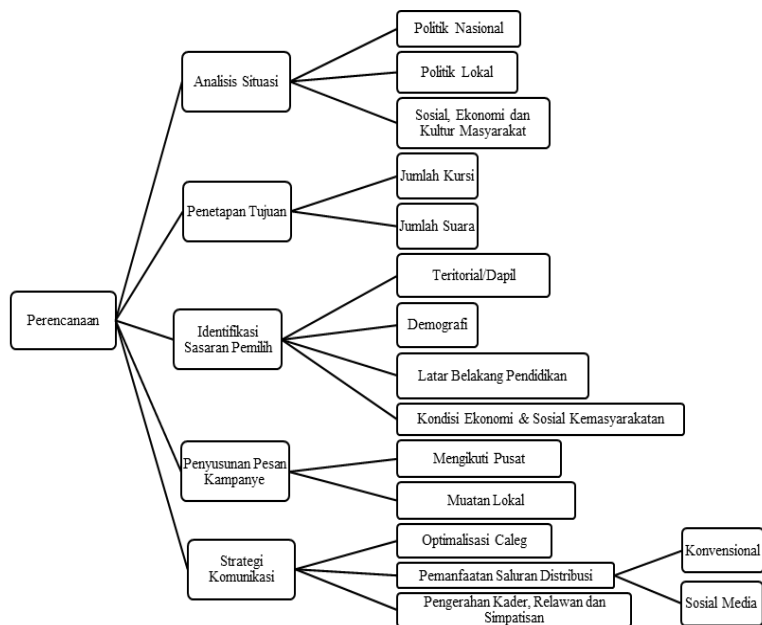
PKS Campaign Strategy Planning for the 2024 Election

This study found that the success of the PKS campaign strategy in Banda Aceh in the 2024 Election was not only due to the campaign activities carried out, but also to the political communication mechanisms, the organizational structure of cadres, and the strategy's suitability to Aceh's socio-religious context. Field findings show that PKS's campaign planning was carried out by considering the social characteristics of the highly religious Acehnese people, so that the political messages constructed emphasized the values of moral representation, service to the community, and Islamic identity (Ismaidar & Sembiring, Tamaulina BrAruan, 2025). This is in line with the framing theory in political communication, where the effectiveness of the message is greatly influenced by the symbolic relevance and values that exist in the society where the campaign takes place. This strategy is the main foundation for ensuring that campaign messages are received and receive a positive response from voters.

To understand how the Prosperous Justice Party (PKS) designed an effective campaign strategy for the 2024 elections in Banda Aceh, it is important to examine the systematic planning process carried out by the party structure. Campaign planning focuses not only on organizing activities but also includes an in-depth analysis of socio-political conditions, identifying voter characteristics, and formulating messages tailored to the needs and

context of the local community. The following figure presents a comprehensive chart of the PKS campaign planning stages, from situational analysis to determining a communication strategy. This chart illustrates the workflow and decision-making process that underpins campaign implementation, enabling readers to understand how each element of the planning process contributes to the effectiveness of the PKS campaign strategy for the 2024 elections.

Figure 1. Political campaign planning chart of the Prosperous Justice Party (PKS) Banda Aceh for the 2024 general election.



This image illustrates the Prosperous Justice Party's (PKS) systematic campaign planning process, which involves several key stages. Planning begins with a situational analysis, in which the party examines the national and local political context, the socio-economic conditions of the community, and local culture. This analysis also includes an evaluation of previous seat and vote counts to understand PKS's electoral position. After the situational analysis, the party then moves on to the objective-setting stage, which is formulated based on the needs of each region, demographic conditions, voters' educational background, and the social and economic conditions of the community. Campaign objectives are designed to address local political challenges while maintaining or increasing vote share.

The next stage is the identification of target voters, which is carried out by mapping regions or electoral districts (dapil), considering demographic characteristics, and considering social factors in the community. This process allows PKS to determine which voter groups should be prioritized for the campaign. Next, PKS develops a campaign message, combining directives from the central government with local content to ensure that the message remains aligned with the party's national values while still being relevant to the needs of the Banda Aceh community. This structured campaign message was then translated into a communications strategy, including optimizing the role of legislative candidates, utilizing campaign distribution channels, and mobilizing cadres, volunteers, and supporters. In the final stage, the communications strategy was implemented through two approaches: conventional methods (such as in-person meetings and door-to-door meetings) and social media, to ensure the campaign's reach extended to various voter segments. Overall, this figure demonstrates that PKS's campaign planning was comprehensive, taking into account structural, social, and strategic factors, ensuring an effective and focused campaign.

Campaign Strategy Implementation: A Combination of Door-to-Door, Digital, and Visual Creativity

The implementation of the PKS campaign is focused on the use of door-to-door methods, which provide opportunities for cadres to build personal communication with the community. This technique has proven effective in building closeness and trust with voters, as Fatmawati explained that a direct approach can significantly influence changes in public political attitudes. According to (Hoferer et al., 2020), face-to-face interactions allow for a higher level of persuasion than mass campaigns. Research findings show that PKS cadres leverage kinship ties and emotional closeness when interacting directly in residents' homes, so that political messages are received not only cognitively but also effectively. Respondents explained that many residents appreciated the in-person visits as a tangible form of concern.

In addition to the door-to-door method, PKS also utilized mass media and social media as indirect campaign tools to reach a wider and more diverse audience. Social media campaigns played a significant role in expanding the reach of PKS's message, particularly among young voters. According to mediatization theory (Galuh Larasati et al., 2023), the logic of digital media changes the way political messages are produced and received. Research findings indicate that PKS Banda Aceh used simple narratives, consistent visuals, and emotionally connected content to strengthen the

candidate's positive image. This strategy is effective because it adapts to the increasingly digital information consumption patterns of the Banda Aceh community.

However, the effectiveness of digital campaigns is not solely due to the use of social media, but due to the synchronization between offline and online campaigns. Door-to-door activities are reinforced by publicizing cadre activities on Facebook, Instagram, and TikTok, creating an echo chamber effect within the online community of cadres and supporters. This shows that social media does not work alone, but is integrated into the PKS political communication ecosystem.

Furthermore, PKS also uses *flash mobs* as a creative campaign technique which has become a characteristic of PKS Banda Aceh, which is able to attract public attention while creating momentum to increase voter participation. This technique is also supported by the high penetration of internet usage in Aceh, which allows digital campaigns to be widely welcomed by young people. The flashmob carried out by PKS cadres at various crowded points in Banda Aceh was an interesting finding in this research. Unlike conventional campaigns, flash mobs were visual, creative, and demonstrated PKS's capacity to generate positive political energy. Field interviews revealed that residents considered flash mobs "friendly," "non-provocative," and "entertaining," thus reducing public resistance to political campaigns, which are often perceived as boring or stressful.

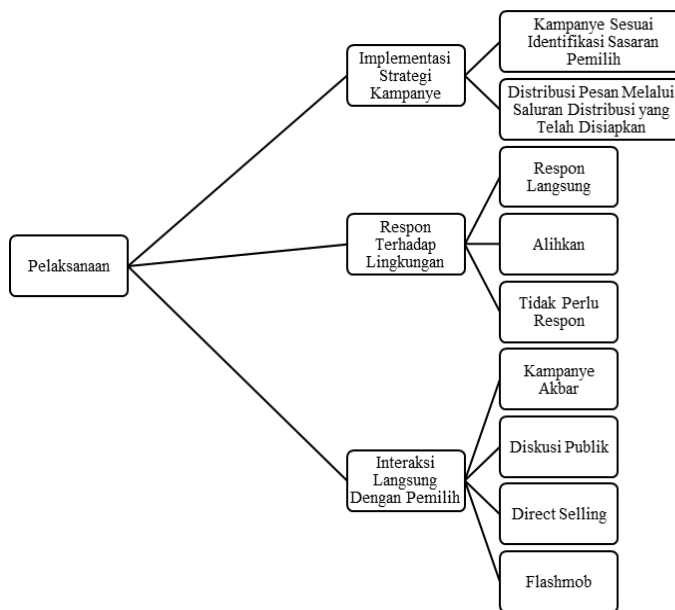
From the perspective of visual rhetoric and public engagement theory, flash mobs are a form of political communication that uses symbols of movement, color, and music to quickly build emotional closeness. Flash mobs also demonstrate the PKS's ability to mobilize small, organized masses, demonstrating the solidity of its cadre network, as outlined in Islamic party literature (Wahyudi, 2017). This means that flash mobs are not merely technical innovations, but evidence of the organization's capacity to manage public action.

Furthermore, the PKS's political communication approach is not limited to delivering messages, but also involves processes of political rhetoric and political agitation aimed at raising public awareness and active support. This persuasive and sustained communication strengthens PKS's position as a party that cares about local aspirations and religious values in Aceh. In-depth analysis shows that PKS's main strength lies in its ability to

organize its cadres and supporters into a solid political network and leverage the party's institutional strengths to manage the campaign effectively. The use of volunteer networks, cadre training, and field team coordination were key supporting factors in achieving positive campaign results. Furthermore, active public participation in door-to-door campaigns and social media created two-way interactions that strengthened PKS's legitimacy in the eyes of voters. This strategy demonstrates that successful political communication involves the audience as active subjects in the political process.

However, this research also found several challenges, the challenges faced by PKS in Banda Aceh were not only technical, but also political. Several cadres described resistance from certain political groups that control community networks at the village level, limiting PKS's campaign space. Furthermore, limited campaign funds forced PKS to rely on its network of cadres and volunteers as its primary resource. These constraints demonstrate that PKS's campaign effectiveness relies on organizational capacity, not on excess financial resources.

Figure 2. Flowchart of the Implementation or Political Campaign Activities Carried Out by the Prosperous Justice Party (PKS) Banda Aceh in the 2024 General Election



The diagram presented illustrates the systematic framework for implementing the political campaign implemented by the Prosperous Justice Party (PKS) in Banda Aceh City for the 2024 General Election. This diagram reflects the strategic stages that integrate various aspects of political communication, from planning to evaluation, with the goal of achieving effectiveness in gaining voter support.

At the core of the diagram is the main step titled "Implementation." This stage is the primary focus of the campaign process because it encompasses the concrete actions taken by the campaign team to implement the developed strategy. Campaign implementation is divided into two main areas: "Campaign Strategy Implementation" and "Direct Interaction with Voters." Campaign strategy implementation includes efforts to tailor messages to previously identified audiences, which is crucial to ensuring that campaign messages are effectively targeted. The subsection "Distribution of Messages Through Prepared Channels" highlights the importance of selecting appropriate and effective communication channels, both mass media and digital, to reach voters.

Furthermore, the element "Responsiveness to the Environment" reflects the importance of responsiveness to the political dynamics that occur during the campaign period. These responses are further divided into two categories: "Direct Response," which can be interpreted as a reaction to interaction or feedback from voters, and "Divert" or "No Response Needed," which indicate strategies for managing situations when a voter response is indirect or unnecessary.

In terms of implementation, PKS uses several methods, such as "Grand Campaigns," which involve large events to attract widespread public attention, as well as more interactive and creative campaign techniques such as "Public Discussions," "Direct Selling," and "Flashmobs." Each of these methods represents a different approach to reaching voters. Campaigns through public discussions allow for direct interaction between candidates and voters, which serves to strengthen emotional closeness and voter trust. "Direct Selling" techniques represent more intense personal interactions between party cadres and voters. Meanwhile, "Flashmobs" demonstrate the use of creative and innovative methods to attract public attention, which are not only for entertainment but also contain implicit political messages.

Overall, this diagram illustrates that the success of a political campaign depends not only on effective message distribution but also on the party's ability to adapt to emerging socio-political changes. PKS implemented a multidimensional strategy by utilizing various forms of communication, both direct and indirect, and ensuring continuous evaluation to adjust the campaign approach according to emerging responses and dynamics on the

ground.

Evaluation of Campaign Strategy and Its Impact on Vote Acquisition

The effectiveness of this strategy is also influenced by the hierarchical structure of PKS's cadre development. Cadres who have undergone regular training have relatively good communication skills and an understanding of local issues. The cadre mobilization mechanism takes place through formal party meetings, WhatsApp coordination groups, and structural instructions from the DPD level to the sub-district level. This shows that the success of door-to-door campaigns does not occur spontaneously, but through systematic, consistent, and measurable mobilization, demonstrating the important role of party institutions as mentioned by Siregar et al., (2024).

The team conducts periodic evaluations of the campaign through monitoring of visits, public responses, and analysis of initial voting data (Kulmie et al., 2024). This evaluation serves to adjust the strategy if obstacles or changes in political dynamics are encountered. This adaptive evaluation process demonstrates the maturity of the PKS campaign strategy, which relies not only on the initial plan but also responds to evolving situations. The campaign evaluation carried out by the Prosperous Justice Party (PKS) political party can be seen in the following image:

Figure 3. Campaign Evaluation Chart conducted by the Prosperous Justice Party (PKS) Banda Aceh political party in the 2024 general election.

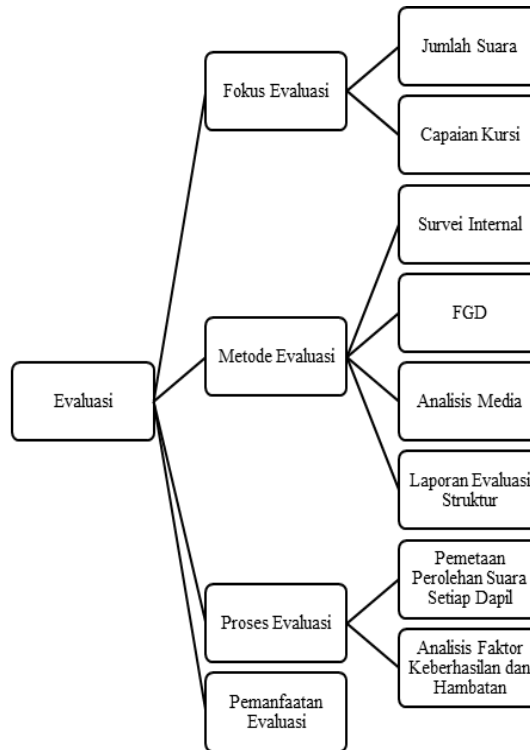


Figure 3. illustrates the evaluation framework for the Prosperous Justice Party (PKS) Banda Aceh campaign in the 2024 elections, which was conducted through a systematic and structured process. The evaluation began with determining the primary focus, including the number of votes obtained and legislative seats won as indicators of campaign success. To obtain comprehensive evaluation data, PKS employed several methods, such as internal surveys, focus group discussions (FGDs), media analysis, and evaluation reports from party structures at various levels. These methods helped the party understand voter response, the effectiveness of campaign messages, and public perception of campaign activities.

The evaluation process then continued with mapping vote acquisition in each electoral district (dapil) to identify areas showing increases or decreases in support. Furthermore, PKS analyzed success factors and obstacles during the campaign, including challenges from local political

structures, strategies of other parties, and resource limitations. The results of this entire process were used to inform strategy improvements for the next election, strengthen its cadre network, and develop more effective political messages tailored to voter characteristics. Thus, the figure shows that the evaluation of the PKS campaign is carried out not only as a final stage, but as a continuous learning mechanism to improve the effectiveness of future campaigns.

The combined approach of traditional and digital campaigns makes PKS's strategy comprehensive and relevant to current developments in political communication. (Singh et al., 2021) The results of an internal survey obtained showed a significant increase in voter awareness and preference for PKS in the 2024 Election compared to the previous election. (Arshanapally et al., 2022) This is in line with data showing a 17.14% increase in vote acquisition from the 2019 Election (Independent General Election Commission of Banda Aceh City, 2024). This increase reflects the successful implementation of a well-planned campaign strategy and effective execution in the field.

The 17.14% increase in PKS votes compared to the 2019 election cannot be explained by a single strategy, but rather is the result of a combination of mutually reinforcing factors. Field data shows that the door-to-door strategy played a role in increasing the loyalty of long-time voters while strengthening the emotional bond between cadres and the community. Meanwhile, campaigns through social media can broaden the reach of political messages and attract the attention of younger voters who are more active in the digital space. The campaign innovation through flash mobs also created positive public exposure, increased awareness, and presented a more energetic and creative image of the party. Furthermore, cadre mobilization was crucial because it ensured the distribution of political messages was equitable, structured, and consistent across regions. The correlation between these strategies was clearly visible at the polling stations observed, where the largest vote increases occurred in areas with intense door-to-door cadre visits and strong PKS digital campaign activity. Therefore, the 17.14 % vote increase is more accurately understood as the result of an integrated and consistently implemented strategy, rather than the impact of stand-alone activities.

The research indicates that the success of the PKS campaign depended not only on its political message, but also on consistent mobilization of its cadres, strategic adaptability, and alignment of the campaign with the socio-cultural characteristics of Acehnese society. Despite challenges such as limited budget and local political competition, PKS was able to overcome these challenges through strengthening cadre development, organizational coordination, and leveraging creative campaigning.

This research makes an important contribution to the development of political communication studies in the local context, particularly regarding the campaign strategies of Islamic parties in regions with strong socio-religious characteristics such as Aceh. The research findings indicate that the success of the PKS is determined not only by the political message conveyed, but also by interpersonal communication mechanisms, the consolidation of cadre networks, and the effective integration of offline and digital campaigns. This enriches the literature by demonstrating that successful campaign strategies at the regional level are highly dependent on the alignment between communication approaches and the social culture of the local community. Furthermore, this study introduces flash mobs as a political campaign innovation rarely discussed in previous studies, yet proven capable of creating effective symbolic exposure in the public sphere. Thus, this study not only provides an empirical understanding of PKS campaign practices in Banda Aceh, but also offers an analytical framework on how integrated campaign strategies can increase the party's political effectiveness in electoral competition.

CONCLUSION

This research shows that the Prosperous Justice Party (PKS) campaign strategy in Banda Aceh City for the 2024 election was adaptive and comprehensive, integrating traditional campaign methods such as door-to-door campaigns with social media-based digital campaigns. This approach not only broadened the reach of its political message but also strengthened personal relationships between cadres and voters. The well-organized campaign, supported by solid human resource management and an active network of cadres and volunteers, resulted in a 17.14% increase in votes compared to the 2019 election. Furthermore, innovations such as the use of flash mobs increased the campaign's appeal, particularly among young voters, while demonstrating PKS's ability to adapt to developments in

communication technology and the socio-cultural characteristics of Acehese society.

Despite facing challenges such as limited resources and intense political competition, PKS overcame these challenges through persuasive and inclusive communication strategies and intensive collaboration with various elements of society. This success underscores the importance of thorough campaign planning, structured implementation, and ongoing evaluation to ensure campaign tactics remain relevant to political dynamics on the ground. Therefore, this study concludes that the success of PKS lies in the consistency of its cadres in conducting interpersonal communication, their ability to adapt to digital communication patterns, and the effectiveness of campaign strategies aligned with the local values of the Banda Aceh community. Based on these findings, the study recommends that other political parties consider an integrated campaign model that combines personal and digital communication, tailored to their respective local contexts, to increase campaign effectiveness in the increasingly complex environment of modern democracy.

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