

Agung Nugroho's Political Strategy For Achieving A Majority Of Votes In The 2019 Riau Election

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ABSTRAK

Agung Nugroho merupakan calon legislatif Partai Demokrat yang meraih suara tertinggi di daerah pemilihan I Kota Pekanbaru pada pemilihan anggota DPRD Provinsi Riau tahun 2019 dengan perolehan suara sebanyak 27.527 suara. Sehingga tujuan penelitian ini untuk mengetahui modalitas Agung Nugroho dan strategi politik Agung Nugroho dalam meraih suara terbanyak pada pemilihan anggota DPRD Provinsi Riau tahun 2019. Penelitian ini merupakan penelitian deskriptif dengan pendekatan kualitatif. Lokasi penelitian ini dilakukan di Kota Pekanbaru. Teknik pengumpulan data yang dilakukan adalah melalui wawancara dan dokumentasi. Teknik analisis data yang digunakan adalah model analisis interaktif. Hasil penelitian disimpulkan bahwa berdasarkan pengamatan dan analisis peneliti adalah 1). Modalitas Agung Nugroho dalam pemilihan legislatif DPRD Provinsi Riau tahun 2019 yang paling kuat adalah Modal Politik. 2). Strategi Ofensif merupakan strategi yang digunakan agung Nugroho dalam usaha meraih suara terbanyak pada pemilihan anggota DPRD Provinsi Riau tahun 2019

Kata Kunci: Calon Legislatif, Modalitas, Strategi Politik

ABSTRACT

Agung Nugroho is a Democratic Party legislative candidate who won the highest vote in the Pekanbaru City I electoral district in the 2019 Riau Province DPRD member election with 27,527 votes. So the purpose of this study is to find out Agung Nugroho's modalities and Agung Nugroho's political strategy in winning the most votes in the election of members of the Riau Provincial DPRD in 2019. This research is a descriptive study with a qualitative approach. The location of this research was conducted in Pekanbaru City. The data collection technique used is through interviews and documentation. The data analysis technique used is an interactive analysis model. The results of the study concluded that based on the observations and analysis of the researchers were 1). Agung Nugroho's most powerful modality in the 2019 Riau Provincial DPRD legislative election was Political Capital. 2). The Offensive Strategy is the strategy used by Agung Nugroho in an effort to get the most votes in the 2019 Riau Provincial DPRD election

Keywords : Legislative Candidates, Modalities, Political Strategy

INTRODUCTION

Elections are a place to determine the win or loss of a candidate determined by the people using a voting mechanism (Labolo & Ilham, 2015). Making choices in elections is the right of every citizen. Because the essence of democracy is the involvement of the people in the formation and administration of government through participation, representation and supervision (Gaffar, 2013). As a very important instrument in the context of selecting and participating in determining the representatives as well as people's leaders who will sit in government, elections provide an opportunity for citizens to elect government officials who are truly deemed capable of aspiring the will of the people (Labolo & Ilham, 2015).

The General Election to elect members of the Regional People's Legislative Assembly (DPRD) for the Riau Province for the 2019-2024 period was held on April 17 2019, which was a simultaneous election, namely an election that combined simultaneous legislative and presidential elections. The implementation of the democratic process is a mandate of Law Number 7 of 2017 concerning General Elections (A. Perdana et al., 2019).

The Indonesian Parliamentary Community Forum (Formappi) released the results of a study on the anatomy of the temporary candidate list (DCS) for the 2019 Legislative Election which concluded that 80% of the candidates were non-politicians, and only 20% had work backgrounds as politicians (FORMAPPI, 2019). In the 2019 legislative elections, there are many candidates with the status of newcomers who are fighting in this political contest. The phenomenon of the rise of newcomer candidates in the 2019 legislative elections is interesting to watch, because from the literature search that the author conducted, several responses were found from researchers and newcomer candidates regarding the opportunities and challenges of a newcomer legislative candidate (FORMAPPI, 2019).

Data related to the opportunities and challenges of newcomer candidates, there are interesting things that happened in the 2019 Riau Province legislative elections. The interesting thing is that one out of 65 elected candidates for the Riau Provincial DPRD denied this. The candidate's name was Agung Nugroho. Agung Nugroho is a newcomer candidate who was successfully elected as one of the 65 members of DPRD Riau

Province. Interestingly, Agung Nugroho is a young figure who can win a majority in the Pekanbaru City Dapil I in the 2019 Riau Province legislative elections. Agung Nugroho sebagai caleg pendatang baru sukses di pemilihan legislatif Provinsi Riau 2019. Agung Nugroho has succeeded in proving himself by succeeding in obtaining a majority vote in the Democratic party. To see the details of the valid votes obtained by each candidate for the Democratic Party electoral district I in Pekanbaru City in the 2019 Riau Province legislative elections, the authors present them in tabular form.

Table.1 Legislative Candidate Votes for Riau Province Democratic Party in 2019

No	Candidate	Vote
1	H. Agung Nugroho, S.E	27.527
2	Ir. Noviwaldy Jusman	17.132
3	Ir. H. Syahroni Tua, M.M	6.954

Sourcer: KPU Riau, 2019.

Agung Nugroho managed to get a majority of votes in 2019 Riau Province legislative election political contest. Agung Nugroho also won the most votes in electoral district I (Riau 1), Pekanbaru City. Based on Doc. V97 Model DC1-DPRD Riau Province, the authors classify the candidates who get the most votes in each party in electoral district I Pekanbaru City. Here the author presents it in tabular form.

Table 2. Data on the majority of the legislative candidates' votes in the electoral district I, Pekanbaru City

No	Candidate	Political Parties	Votes
1	H. Agung Nugroho, S.E	DEMOKRAT	27.527
2	Muhammad Aulia	GERINDRA	21.149
3	H. Sofyan Siroj Abdul W	PKS	17.543
4	Kasir, S.T	HANURA	12.257
5	Ade Hartati Rahmat, M.Pd	PAN	11.858

Source: KPU Riau, 2019.

Agung Nugroho's other success was winning the 2nd most votes out of all the candidates who competed in the political contestation for the 2019 Riau Provincial legislative election.

Table 3. Data of candidates with a majority vote

No	Candidate	Political Parties/ Electoral District	Votes
1	H. Sukarmis	DEMOKRAT/8	37.292
2	H. Agung Nugroho, S.E	GERINDRA/1	27.527
3	H. Indra Gunawan Eet	PKS/5	25.905

Source: KPU Riau, 2019.

The top three legislative candidates who won the majority for Riau Province in 2019 were incumbents and newcomer candidates, namely Agung Nugroho. Agung Nugroho is a member of the Salafi Islamic group, which is an Islamic group which believes that practical politics is a prohibited activity (Syahrudin, 2010). But in fact, Agung Nugroho has participated in political activities and was elected as a member of the Riau Province legislature (Salman, 2017). The fact that Agung Nugroho won a majority of votes in the 2019 election in Pekanbaru City Electoral District 1 shows that the political strategy implemented by Agung Nugroho during the campaign period was successful (Junaidi et al., 2018). Based on the above phenomena, the authors are interested in researching this phenomenon with the aim of examining Agung Nugroho's modalities and strategies in winning the most votes in the Electoral District of Riau I in the 2019 Riau Provincial legislative election.

LITERATURE REVIEW

Political Contest Modalities

Modality in the election of legislative candidates has an important role, because capital is a core requirement for getting support from the public. Political, social and economic capital is the main capital that must be possessed by legislative candidates (Indira & Mariyah, 2021). Conceptually, the three main capitals that a legislative candidate must have are political capital, social capital, and economic capital (Mbolang et al., 2020).

The three capitals stand independently without any connection between one another. However, the three of them are closely related to one another (Indira & Mariyah, 2021). This means that candidates have a great chance of being elected when they have accumulated more than one capital. The argument built is that the greater the

number of candidates who are able to accumulate the three capitals, the more likely they are to be elected as legislators (Marijan, 2011). Candidates have a great chance of being elected when they have accumulated more than one capital. Candidates who are able to accumulate these three capitals have a greater chance of being elected as legislators (Sirait et al., 2020). The following is an explanation of the 3 (three) modalities that must be possessed by candidates when they want to contest in legislative elections, as follows:

1. Political capital

Political capital means the existence of political support, both from the people and from political forces which are seen as representatives of the people. This capital becomes central for everyone who intends to take part in the contest in direct regional head elections, both in the nomination and election stages. Political position, experience in organizing masses, ancestry (nobility or rulers), power over public decision-making, reputation and legitimacy are important assets that candidates must have to obtain maximum political capital (Marijan 2011; Indira and Mariyah 2021; Sirait et al. 2020).

2. Social capital

Social capital in this study relates to the building of relationships and trust owned by candidates with the people who elect them. This includes the extent to which legislative candidates are able to convince voters that they have the competence to represent their region. Social capital is identified based on ethnicity, religion, nationality as well as the organizations and communities that are involved (Marijan 2011; Indira and Mariyah 2021; Sirait et al. 2020).

3. Economic capital

Economic capital (economic capital) in direct contest requires a large cost. The economic capital is in the form of wealth (financial, material or personal donations), power of influence in society in the economic field, government bureaucrats. This large capital was not only used to finance the implementation of the campaign (Lestari, 2019). This capital is also used to build relationships with (candidate) supporters, including capital to mobilize support before and during the campaign period. Not infrequently, this capital is also directly used to influence voters (Marijan 2011; Indira and Mariyah 2021; Sirait et al. 2020).

Good modality can be maximized in winning political contestation by implementing a good political strategy. Candidates are required to be able to formulate a political strategy that functions and utilizes modalities effectively and efficiently in presenting issues to the public (Lestari, 2019).

Political Strategy

Political strategy according to Peter Schroder, political strategy is a plan for action, namely the preparation and implementation of strategies affect the success or failure of the strategy in the end. Peter Schroder divides political strategy into two parts, namely offensive strategy (attack) and defensive strategy (defense) (Schroder, 2013).

1. Offensive Strategy (attack)

Offensive strategy is a strategy to expand supporters (voters), namely a strategy that aims to form a new group of voters in addition to existing voters. This strategy is needed if a candidate/political party wants to attract new supporters or expand the amount of public support (Sahea et al., 2018). Usually, legislative candidates/candidates who use this pattern of offensive strategy are more challenging and newcomer candidates/candidates who will compete for seats in power (Schroder, 2013).

2. Defensive Strategy (survive)

Defensive strategy is a strategy that defends the market (voters). A defensive strategy is used if the candidates/candidates wish to retain their majority or if the previous vote gains are to be maintained (Anwar, 2018). This strategy was built by candidates as a way to maintain vote support (Schroder, 2013).

3. Political strategies are used to realize political ideals.

Political strategy is important not only for political parties and government, but also for non-political party organizations (Nursal, 2004). In another study, political strategy is interpreted as a set of methods in order to win the battle between various political forces that want power, both in election contestation and in Pilkada (Firmanzah, 2012)..

RESEARCH METHODS

This research uses a qualitative approach where this approach is a research procedure that is carried out naturally according to conditions without any engineering

and the type of data collected is in the form of descriptive data (Agustinova, 2015).

This method was chosen to be able to describe or analyze the results of the research in depth and trace the hidden meaning or information from the public related to Agung Nugroho's modality and strategy in winning the most votes in the Electoral District of Riau I in the election for members of the Riau Province in 2019. This research was conducted in Pekanbaru City in 2020-2021. This research uses interview and documentation techniques in collecting research data. Then using a purposive sampling technique in determining research informants (Sugiyono, 2019). Based on this technique, informants were drawn, namely Agung Nugroho, Chairman of the Agung Nugroho Winning Team, Chair of the Pekanbaru City SAPMA PP for the 2017-2019 period, Chairperson of the Pekanbaru City KNPI DPD 2019-2022, Riau IMI administrators, and 3 Jamaahs with the Salaf Manhaj. Furthermore, the collected data was analyzed using interactive data analysis techniques with the stages of data collection, data reduction, data presentation and drawing conclusions (Sugiyono, 2019).

RESULTS AND DISCUSSION

The phenomena that occur in this study are analyzed using modality theory from Kacung Marijan (2011) and the political strategy put forward by Peter Schroder (2013)..

1. Agung Nugroho's Modality in the 2019 Riau Province Legislative Election

a. Social Modality

Ethnically, Agung Nugroho is of Javanese descent, but because he has associated with various ethnicities, especially the Minang ethnicity, Agung Nugroho has been able to blend in well since childhood with the entities around him. In terms of social status, Agung Nugroho can be said to have a status that is quite respected by the community because he is the son of a retired TNI officer. In Indonesian society, the military family remains an honor in itself (Anggoro, 2019).

Agung's series of social capital is an accumulation of the activities and efforts he has made since he was young, both as a student and as a racer. Agung Nugroho has several times been the chairman of cross-sectoral organizations. there are three organizations and/or communities that have a big role in supporting Agung Nugroho's

success in the 2019 elections. Such as the chairman of SAPMA PP Pekanbaru, the Chair of the Pekanbaru KNPI and 2 periods as Chair of the RIAU IMI. Agung Nugroho's organizational experience has become a bridge for establishing business and political relations and increasing his popularity. This method allows members of the above organizations to know him well and can interact with Agung Nugroho (Sepriansyah et al., 2021). This is one of the social capitals that can be used as a stepping stone and good potential to be maximized (Syamsuar & Andini, 2020).

Organizationally, no one was directed to vote for Agung Nugroho, but all members of the organization were close friends with Agung Nugroho, so it was assumed that most members and participants of the organization and community voted for Agung Nugroho in political contestation (Syamsuar & Andini, 2020). For organizations and communities that have the greatest tendency to vote for Agung Nugroho, there is IMI Riau.

Besides that, the story of Agung Nugroho's migration from a racer who looks sloppy to a figure who looks religious can be something that can change people's perceptions. Some congregations with manhaj salaf know him as an ordinary salaf jam'ah. This means participating in studies and mingling with other congregations and not discussing political matters.

Agung Nugroho's presence in the Salaf congregation was well received as in other congregations. The discussions and chats also did not mention practical political issues (Al Jazair, 1999). Apart from that, the congregation of the Salaf also thinks that voting in elections is not illegal. But the criteria for choosing must be in accordance with the Sunnah manhaj salaf approach (Ginting, 2021). In this case Agung Nugroho has the potential to gain the votes of the Jama'ah Salaf with the record of being able to accommodate the thoughts of the Manhaj Salaf to be used as campaign material and the things that will be fought for. Agung Nugroho brought up the story of his migration and entered one of the understandings of the manhaj of the Salaf. Agung Nugroho regularly recites the Koran and listens to religious lectures at the Raudhatul Jannah mosque in Pekanbaru (Sepriansyah et al., 2021). the community of one understanding/recitation which is usually called manhaj salaf has quite a lot of sympathizers in Pekanbaru City so that this fact can be a potential social capital to be maximized (Salman, 2017).

a. Economic Modality

The analogy of economic capital that is easy to understand is economic (financial) capital in industry, in the form of an amount of money that can be used to buy company production facilities and equipment (eg factories, machines, office equipment, vehicles) or an amount of money that can be collected or saved for investment in the future (Ancok, 2003) (Indira & Mariyah, 2021).

Agung Nugroho's profession used to be a racer who was also an automotive entrepreneur. Currently, he is involved in several business fields. Apart from that, there is also a family business with his wife, namely a private hospital in Indragiri Hilir Regency (Riswandi et al., 2019). Then he is a businessman who owns a company in the automotive sector, such as supplying spare parts for motorcycles, cars, etc. Then the high economic level can be seen from Agung Nugroho's residence who lives in an elite complex and a house that can be said to be quite luxurious. Agung Nugroho is known to the public as a person who has a good economy and tends to be rich (Indira & Mariyah, 2021). In the 2019 election contestation, Agung said that quite a bit of funds were spent from other candidates, around 500 million to 1 billion. So that as a legislative candidate he will be able to finance campaigns and be able to win political contestation in the 2019 legislative elections (Ansar et al., 2022).

b. Political Modality

Agung Nugroho has long participated in politics as a party cadre. He has gone through various cadres of the Pekanbaru City Democratic Party. Pekanbaru Democratic Party young politician Agung Nugroho, was elected Chairman of the Pekanbaru PD DPC replacing Firdaus, through the Riau PD DPC Branch Conference (Muscab), at the Aryaduta Hotel on Saturday 7 April 2018. Agung Nugroho who has been elected in the election has surprised many people. Moreover, Agung Nugroho managed to beat Firdaus, who is currently still the non-active Mayor of Pekanbaru and also a candidate for Governor of Riau. Prior to Muscab, the name Agung himself was actively discussed by a number of PAC PD Pekanbaru leaders. In fact, ahead of the election, the chairman of the Pekanbaru City KNPI for the two periods was also said to have pocketed 9 of the 15 votes needed to lead the Pekanbaru Democrats. Agung Nugroho's advance as a candidate for the chairman of the Pekanbaru PD DPC was previously initiated by the

chairman of the PAC PD, Marpoyan Damai District, Samsul Bahri..

Agung Nugroho's status as a cadre and his achievement as Head of the Pekanbaru City Democratic Party DPC are proof of the strong political capital that Agung Nugroho has. The position of the Chairman of the Pekanbaru City PD DPC made it easier to become a legislative candidate and put pressure on cadres to win his position. Currently, Agung Nugroho has been elected to the Riau Democratic Party DPD by acclamation. Based on the explanation above, it can be concluded that Agung Nugroho's political capital is very strong to be able to become a member of the DPRD Riau Province in the 2019 legislative elections (Ansar et al., 2022).

1. Agung Nugroho's Political Strategy in Gaining a Majority in the Riau Electoral District I in the 2019 Riau Province Legislative Election

a. Offensive Strategy

The offensive strategy aims to increase the number of voters, which are included in the offensive strategy are the strategy of finding new voters and the strategy of penetrating competition (Schroder, 2013), 2016). The following are the offensive steps taken by Agung Nugroho in his bid to become a Member of the Riau Provincial Legislature for 2019-2024.

-2024.

1) Form a success team and volunteers

Agung Nugroho formed a success team/winning team aimed at assisting him in conducting outreach and other election agendas to voters in persuasive efforts to collect votes (Rully et al., 2021). Agung Nugroho's winning success team were people who were close and very influential in trying to win him over. The successful team that was created was rooted in the sub-district and village teams in Pekanbaru City. Agung explained that the success team has an important role to play as an extension and carry out the political agenda, both the formulation of political products, issues and promotions related to Agung's winning efforts to become DPRD Riau Province in a more structured and massive manner (Afnan, 2017). The successful team formed by Agung Nugroho entrusted Imam Zamroni as the leader of the winning team. The reasons for the selection were the reasons for proximity, track record and competence, which made Agung Nugroho recruit Imam Zamroni to become the winning chairman.

On another occasion, Imam Zamroni said that Agung met him in person to become the head of the winning team.

Agung Nugroho held a direct meeting with Imam Zamroni. The agreement was made because Imam Zamroni felt that Agung Nugroho was a potential politician and had the same vision as him. Imam Zamroni himself is known as using personal branding, which is a science/ability to image someone so that someone can be attractive and wanted by the market (Monica, 2022).

Members of the successful team were formed in sub-districts and sub-districts throughout Pekanbaru City. Success team members were also selected and recruited based on Agung Nugroho's relationship which was affiliated with SAPMA PP, KNPI Pekanbaru City and IMI Riau, although there were also successful teams who were not from these organizations. The formation of this success team was intended so that Agung Nugroho's name could quickly spread so that his popularity would increase (Monica, 2022). Furthermore, the success team is expected to be able to become a bridge between the community and Agung Nugroho so that the interests of the community are known to Agung Nugroho, this is important for consideration in the formulation of work programs and promotional tools (Afnan, 2017). Then the success team is also tasked with finding out what Nugroho's great competitors are doing. Agung Nugroho also created a volunteer community for Agung's friends. The reason for the formation of Sahabat Agung is the desire of the community, especially young people, to participate in politics, especially to win Agung Nugroho, who brings issues of young people's interests that are in line with Agung Nugroho's struggle and image (Rully et al., 2021).

2) Campaign promises and image building

Agung Nugroho as a political product can be identified in two ways, namely in the form of personalization and in the form of campaign programs/promises for legislative candidates (Jaya et al., 2015). Agung Nugroho's personalization is related to how he and his successful team create the image of Agung Nugroho to the public. Apart from that, work programs or campaign promises are also important issues to explain to the public so that Agung Nugroho is a political product (Sipa, 2021).

Submission of political products by utilizing mass media is an approach that will

determine the formation of a contestant's image, because it includes various complicated aspects, in political marketing pull marketing must be able to utilize a pull marketing approach (Jaya et al., 2015). to convey political products, as was done by Agung during the campaign focusing on the following issues: 1). Building a permanent racing circuit in Pekanbaru City. this program is a program that can attract the sympathy of young people and members of IMI Riau. 2). Solving the flood problem. Flooding is a problem that is widely felt by the people of Pekanbaru. 3). Construction of roads in several villages. Many roads are damaged in the city of Pekanbaru which disturbs people's comfort in driving. 4). Support for MSME actors. Agung Nugroho is committed to fostering a more conducive business climate and providing easy capital and training. 5). Building a house for tahfizh Qur'an. The religious community hopes that there will be tahfizh houses that are affordable but of good quality (Sipa, 2021).

The segmentation of voters who chose Agung Nugroho were young people, aside from their interest in getting as many votes as possible, he wanted to conduct political education for young people to be aware of the potential that young people have (Syamsuar & Andini, 2020). One of the targets for big voters is young people who are still blind to the world of politics, so it is not surprising that most of the campaign agenda and outreach by candidates are young people (Handika, 2020). Agung Nugroho formed his image as a millennial leader by placing banners showing that he is a millennial youth layer to society and optimal use of social media (Syamsuar & Andini, 2020).

3) Citizen visits/ Direct Campaigns

Every legislative candidate must carry out a direct campaign by visiting residents. This campaign can be carried out in the field or from house to house (Pontoh, 2015). Direct campaigns are a mandatory agenda for legislative candidates because they can meet face-to-face with the prospective voters' community, this allows candidates to influence the public to support them (Jaya et al., 2015).

Agung Nugroho has visited more than a hundred points in the direct campaign. Agung explained that he was happy to meet the residents. During the visit, he admitted that he only spoke from heart to heart. There is no need to indoctrinate or force citizens to vote (Alvin, 2022). In addition, the Agung Nugroho visit was organized by the

Success Team and the Agung Nugroho Volunteer Team so that direct campaigns and visits to residents' homes could run well without any obstacles or rejection (Monica, 2022).

The winning team organized the entire agenda for visiting residents conducted by Agung Nugroho. The winning team determines locations or visit points that minimize risk and discusses with Agung Nugroho regarding the effectiveness and efficiency of the visit (Monica, 2022). visits are prioritized in locations that have a lot of voters. During the visit, the winning team also prepared accessories and other useful things for the community that could introduce the personal figure of Agung Nugroho to the wider community (Afnan, 2017).

4) Banners/advertisements

Agung Nugroho built his image as a millennial leader by placing billboards and banners scattered on the streets of his constituency, even the billboards made by Agung Nugroho managed to attract people's attention with his iron man billboards and managed to get the most votes (Prime, 2019).

Figure 1. The Great Ironman Banner



Source: Personal informant's document

Agung Nugroho and his success team conducted a photo session using costumes that are currently viral among millennial children (Rozak, 2009). One example, continued Agung, was that many voters at a number of polling stations said that they wanted to vote for a candidate from the Democratic Party wearing the "Iron Man" costume. The youngest candidate for the Pekanbaru Dapil 1, did not expect that the

votes he won would reach 26,000 votes (Ramdan & Sutjipto, 2020). In fact, Agung said that he was ridiculed by other candidates and bullied on social media (Haryani, 2019). But he didn't care about it.

This idea arose because Agung has a habit of watching movies with his family. The "Iron Man" costume was chosen because the figure is popular and liked by all groups, from children to adults (Haryani, 2019). In addition, if he is successfully elected later, the figure of "Iron Man" who likes to help the community will be used as an example in carrying out his duties in the future (Ramdan & Sutjipto, 2020). In addition to the banner using the Iron Man Agung Nugroho costume, he also put up a banner with a different pose and style than other candidates, such as the following banner.

Figure 2. Agung Creative Billboard



Source: Personal informant's document

The banner showing that strengthens his image as a motorbike boy. Thus making banners with motorcycles complete with helmets (Dewi, 2021). This shows that Agung Nugroho and the success team with their creativity are able to make a difference in the way of indirect campaigning through banners in a unique way and strengthen the image as up-to-date millennials and more progressive motorcyclists, not the same as the older generation of candidates (Purnengsih, 2017).

5) Social media

Agung Nugroho and his success team saw a big opportunity in utilizing social

media for campaigning purposes. The advantages of social media make promotion and campaign budgets more economical (Irawatiningrum, 2020). This is because social media can reach a wider audience so that popularity can increase. Then the contents of social media platforms are able to attract voters who have the same vision (Wardani et al., 2021). Agung Nugroho takes advantage of all opportunities including social media. This is because the community is very close to social media so that it is one of the primary sources of information for the community which can be accessed easily and cheaply (Irawatiningrum, 2020).

Imam Zamroni as the winning chairman directed Agung Nugroho to maximize social media as a medium to attract public attention and trust (Aminah, 2018). Agung Nugroho's Success Team manages social media for the benefit of collecting votes in the Pekanbaru City Dapil 1. it can be concluded that the Agung Nugroho team divided maps of social media users and then loaded content according to users on each social media application (Wardani et al., 2021). The social media used include websites, Facebook, Instagram and Youtube.

6) Figure support

Agung Nugroho's motivation approached community leaders to increase the number of voters. Patron-client relationships between figures and their followers can increase the votes they get (Ginting, 2021). This approach with religious leaders and community leaders was carried out to build emotional relationships with them and reduce slander in society and as a media for socializing that Agung Nugroho was a legislative candidate for the Democratic Party Dapil 1 Pekanbaru City, so that his image was considered good in the eyes of religious leaders and community leaders. (Haryani, 2019; Ginting, 2021).

The difference between Agung Nugroho and other legislative candidates is Agung Nugroho's closeness to Susilo Bambang Yudhoyono as the former president of Indonesia and Agus Harimurti Yudhoyono who is known as a young leader of the Democrat party and son of SBY. This closeness was also exposed and shown to the public so that people felt that Agung Nugroho was a special person compared to other legislative candidates. This was put to good use to win the hearts and trust of the people by Agung Nugroho. Of the many Riau figures who supported and embraced Agung

Nugroho, it was the 2 figures above who most made the public's image and trust in Agung Nugroho increase.

b. Defensive Strategy

Based on the analysis of social capital and the relations attached to Agung Nugroho, it can be formulated that Agung Nugroho is trying to base his organization and the base of his recitation congregation so that it is not taken over by other legislative candidates..

1) Organizational Base

The author formulated this organizational basis classification related to the progress of Agung Nugroho's organization so far. This activeness in organizing is evidenced by being chairman of the Pekanbaru City SAPMA PP, then chairman of the Pekanbaru City KNPI for 2 periods and Chair of IMI Riau for 2 periods as well. This shows that Agung Nugroho's ability to make persuasive efforts so that members want to choose him to be the chairman or leader of the organization.

Agung Nugroho said that he had never forced members of other organizations and relations to vote for him. SAPMA PP members feel helped and cared for by Agung Nugroho so that some feel part of Agung Nugroho. In general, KNPI members and teachers who are in the Electoral District of Riau I Kota Pekanbaru are solid in supporting Agung personally, like being a successful team or just a participant. A small number of others also voted for candidates who were other senior KNPI Pekanbaru City. Specifically for IMI Riau, there has been a massive movement in openly supporting Agung Nugroho. Agung Nugroho safeguarded the voices of his organizational members by placing the organization's leaders on the success team, then holding a racing event and ensuring that the interests of the organization would be fought for in the legislature if Agung Nugroho was elected as a member of the Riau Provincial Legislature. Apart from that, through the prominent figures and organizations he once chaired, Agung Nugroho was able to build relationships with many people, especially with young people, and create an image of himself being close to millennials (Syamsuar & Andini, 2020).

2) The Salafi Congregational Base

Salafi da'wah emphasizes understanding of religious knowledge which will result

in a demand on its followers to seek knowledge for each individual. Even though the Salafi da'wah movement is not politically oriented, if in politics itself it is found that something violates the rules of Islamic values which are understood where later it is feared that a mistake will occur in understanding Islam, then this is a concern for Salafis who aim to purify and complete Islamic values (Hidayatullah, 2022). Some members of the congregation with the Salaf in Pekanbaru still have the same principles in their views and attitudes towards elections. That is, it is not permissible to run as a political actor, but it is relaxed to vote in elections with a record that the chosen candidate really fights for and is very close to the sunnah. Pilgrims who always follow taklim or study here will have the same attitude and views. They view the existing elections as part of politics that are not the same as *siyasa syar'iyah* (*syar'i* politics) that existed during the time of the Prophet *sallallahu alaihi wa sallam* (Chozin, 2013).

But this does not make them directly dissidents against the government. Legally they do not use their right to nominate themselves but use their right to vote but are more closed because they are not taking sides and campaigning for the candidates they choose. On the other hand, they remain obedient to the elected leaders and obey the policies in force. Even though maybe choosing a leader who is good in terms of vision and mission can be realized better when choosing existing voting rights (Suardi, 2022).

Agung Nugroho tells the story of his migration which ultimately chose to study Islam in the preaching of recitation with the salaf's *manhaj*. The recitation congregation in Pekanbaru is growing quite rapidly with a large number of congregations as evidenced by mosques affiliated with salafi teachings such as *abu darda'* and *raudhatul Jannah*. The uniqueness of this *manhaj* political view is that it does not encourage its members to engage in practical politics. However, several salafi preachers advised their congregation to exercise their right to vote and prohibit abstaining from voting. So it is Agung Nugroho's campaign to eradicate usury has the same values as the *manhaj* of the salaf, which allows the congregation to feel that their ideology is represented by Agung Nugroho. Agung Nugroho's campaign cannot be associated with religion, such as campaigns in mosques or at recitations because the *Manhaj* of the Salaf prohibits this. As a teaching, political activities such as campaigns and other things may not be carried out in mosques, in recitations and others. Agung Nugroho himself did not campaign in

the mosque or during recitations (Ayunanda, 2018). He was present as an ordinary congregation who, after finishing recitation at the Raudhatul Jannah Mosque, began socializing without involving the 2019 legislative election.

Through the campaign, the masses know Agung Nugroho as a member of the Salafi congregation. In addition, Agung Nugroho maneuvered by making banners containing the prohibitions and dangers of usury in life. The topic of the prohibition of usury is the main topic of preaching in salafi recitation so that Agung Nugroho seems to be able to be present as a figure who dares to convey salafi preaching to the wider community (Chozin, 2013; Ayunanda, 2018). The things above indirectly make the Salafi congregation which is not provoked by any legislative candidates because they close themselves from practical politics to sympathize with why Agung Nugroho who dared to convey the topic of da'wah which is synonymous with salafi recitation which has quite a lot of congregations in Pekanbaru City.

CONCLUSSION

The results of the study show that Agung Nugroho's accumulation of modalities is strong enough to fight in political contestation at both the district and provincial levels. Political modality is the strongest capital owned by Agung Nugroho which is supported by his social capital and economic capital. This modality can be maximized by Agung Nugroho which is applied in a good political strategy and has a direct impact on people's perceptions and interests in choosing him. Agung Nugroho's political strategy and his maneuvers as a newcomer can be said to be successful. This can be seen by the suitability of the political strategy applied to the political segmentation he is targeting.

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