Political Public Relations (PPR) Tips By A Political Party In Good Relationship With Constituents For The Presidential Election 2019 In Indonesia

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Abstract
This study aims to know the tips of Political of Public Relations (PPR) By A Political Party In Good Relationship With Constituents For The Presidential Election 2019 In Indonesia. Researchers observe the activities of political party tips in preparing a strategy to win the 2019 presidential election. PPR submits information and provides explanations regarding the vision-mission, goals and work program of political parties to constituents. The research approach used is qualitative with case study method. Data collection technique is done through observation and in-depth interviews to a number of informants as a key figure namely Political Public Relations in political party X as one of the participants of the 2019 presidential election. The results explain that the tips of Politics of Public Relations by political parties X in fostering good relations with constituents include; building political image by political parties and presidential candidates that will be carried out, including conveying the vision of mission, goals and work program of political parties, and maintaining the reputation of political parties by consistently conducting negotiations and professionals running programs and guidance to the community as well as doing social problem solving activities to community. That by exercising these tricks the relationship between the political party X and its presidential candidate with the constituents can be harmonious with the constituents and this has a good effect on the image of the presidential candidate and the political party that carries it.

Keywords: Tips, Political Public Relations, Good Relations, Political Parties, Constituents.

I. Introduction
Political parties are supra sruktural political institutions that carry out the function of political communication as an intermediary of public interest (the people) with the government, among others, can socialize or deliver work programs and government policies. Based on this function when properly implemented the political party becomes accommodative and aspirational. Accommodative and aspirational political parties to the community one of them through political tips by political parties in fostering good relations with the community or its constituents. As a supra structural body, political parties select and elect candidate leaders, either as regional heads (bupati, mayor and governor) or as head of state (president) and elected by the community as constituents for a 5 year term and may be elected back after the term of office is over.

Currently in Indonesia has 13 political parties candidates for the election that are; Partai Golongan Karya, Partai Demokrasi Indonesia Perjuangan, Partai Persatuan Pembangunan, Partai Nasional Demokrat, Partai Demokrat, Partai Amanat Nasional, Partai Kebangkitan Bangsa, Partai Hati Nurani Rakyat, Partai Keadilan Sejahtera, Partai Gerakan Indonesia Raya, Partai Bulan Bintang, Partai Keadilan Persatuan Indonesia, dan Partai Indonesia Raya, which in their hands is the determinant in selecting the candidate leaders who then to be elected by the people in the general election. All of these political parties certainly each have certain tricks competing to win the hearts of the people in the election.

This study aims to find out the tricks Political Public Relations (PPR) by the institution of political party (political party X) in establishing good relations with constituents ahead of 2019 presidential election in Indonesia. Researchers observed the activities of political party X tricks in preparing a strategy to win the 2019 presidential election. Political Public Relations have tips on
conveying information and providing an explanation of the vision and mission, goals, and work programs of political parties and candidates to the community or constituents. PPR acts as a spokesperson (spokesperson), communicator and even mediator who regulates the flow of information between political parties with constituents in connection with the successful efforts of the 2019 presidential election in Indonesia. PPR should be able to create a good and mutually beneficial relationship with constituents.

In carrying out the task of fostering good relations with constituents, political parties are units of public relations that are tasked with doing good interaction or establishing good relations with the community through certain tips in order to obtain sympathetic constituents. PPR in the daily task of running the function of public relations (public relations) in the discipline of communication called the function of public relations, especially external public relations, because they indirectly serve as a spokesperson (spoken person), communicator and even mediators that regulate the flow of information between political institutions (political parties) with the community with efforts to provide information services, especially regarding the contribution of political parties to the community, the socialization of work programs, and various policies made by the government. As a PPR should be able to create an atmosphere or a good communication and mutually beneficial relationship with constituents as this as the initial capital in winning the election.

A PPR acts as Public Relations because the function of PPR is to establish external good relations with the community as a candidate for political party constituency, PPR must make persuasive approaches to the community that is by fostering a good relationship so as to maintain the image and good name of political parties. A PPR acts as a filter to the public in preventing the emergence of a sense of community dissatisfaction in terms of problems that may arise in political parties such as internal conflicts and others that lead to public grievances, as well as preventing the spread of negative issues that are less favorable and affect the program of political parties, the performance of political parties, to the deterioration of political images, even the loss of political image yang dapat menimbulkan resiko yang antara lain krisis kepercayaan dan kontroversial maupun krisis manajemen di tubuh partai politik itu sendiri bahkan calon presiden yang diusungnya.

To overcome these problems PPR performs its functions in the interests of good name and the image of political parties in order to always remain profitable in ways that the information submitted must be based on the needs and interests of the community, PPR as communicators and mediators in an effort to form the attitude, positive opinion of community, encouraging the public to participate in the activities of political parties so as to create positive attitudes and public judgments and relationship building can be well maintained.

PPR should recognize that relationships with the public have a tremendous influence on the formation of political parties and the image of political parties, because the community as a constituent is an asset in a political party because they have a great influence on image or maintaining good relations for the advancement of political parties. Based on the phenomenon, the purpose of this study is to reveal the tips Political of Public Relations political parties in fostering good relations with constituents.

II. Literature Review
II.1. Political Public Relations

Political Public Relations has a management function within a political party organization that is a facilitator in establishing good relationships between the organization and the public, in order to create mutual trust and mutual understanding among them, so as to establish a positive image in the eyes of the community as a political constituency.

Froehlich & Rudiger (2006) defines Political Public Relations as the use of media channels to communicate and interpret specific political issues in the effort to collect political support, organizational opportunities and challenges in relation to various parties in internal or external
The main objective of Political Public Relations activity is to gain political support from internal or external public in the achievement of the specific objectives of an organization or political institution (Romy Froehlich dan Burkhard Rüdiger (2006) Framing political public relations: Measuring success of political communication strategies in Germany, Journal of Public Relations Review, https://doi.org/10.1016/j.pubrev.2005.10.003).

Moloney & Colmer (2010) understand that Political Public Relations as a strategic tool for political parties to use policy. Its products are activities connected with politics whose purpose is the attainment of one's political goals. Bridging the organization's relationship with the external public in order to foster understanding and support for a number of specific programs and objectives. In addition, political Political Public Relations make effective opportunities; inferences; and voters' attention; creating internal solidarity and cohesiveness of the organization through internal public service efforts; know exactly the position of power. So that all components and organizational political resources can be optimized in achieving organizational goals. Furthermore, Political Public Relations also convey political aspirations, namely from political rulers or the government to the people upwards from the people to the political or government authorities (Kevin Moloney & Rob Colmer (2010) Does Political PR Enhance or Trivialise Democracy? The UK General Election 2001 as Contest between Presentation and Substance, Journal of Marketing Management, 17:9-10, 957-968, DOI: 10.1362/026725701323366692).

According to J.C. Seidel in Oemi Abdurrachman (1995) Public Relations is a continuous process of management efforts to obtain goodwill and understanding from its customers, its employees and the general public; into by doing analysis and self-improvement, coming out with questions. Public Relations is a management function to get positive public opinion in the community about an organization or company. A Political Public Relations can indirectly play a role for PR for political parties because in its operational activities carried out through efforts to obtain goodwill and trust from the community conducted by the institution of political parties.

According to Cutlip and Center in F. Rahmadi (1992) states that: "Public Relations is a management function that assesses public attitudes to identify the policies and ordinances of a person or organization for the public interest, and to plan and conduct an activity program to achieve understanding and support from the public". Based on these definitions can be concluded that Public Relations is a form of communication management between the organization with the public to achieve a positive image, create trust, and foster good relationships with stakeholders or his audience. PR is a means to facilitate the interaction and dissemination of information through the press, radio, tv, and even social media.

The function of Public Relations according to Cutlip and Center in F. Rahmadi (1992) is formulated as follows:

a. Supporting the main activities of management in achieving common goals
b. Fostering a harmonious relationship between the agency/organization with the public as a target audience.
c. Identify which concerns opinions, perceptions and public responses to the agency / organization it represents or otherwise.
d. Serve the public's wishes and give suggestions to management leaders for the purpose and mutual benefits.
e. Creating reciprocal two-way communication and regulating the flow of information, publications and messages from the agency or organization to the public or otherwise to create a positive image for both parties.

A Political Public Relations must be able to identify opinions, perceptions and public responses to its political organization, should be responsive to all existing problems, public complaints either directly or through the media. Political Public Relations also has a role of creating
a two-way communication and must always serve the public or its constituents so that they feel satisfied and political institutions always get a positive image in the eyes of society.

II.II. Relationship Concept

According to Loina (2001) Good relationship is meant as a form of communication because it is action oriented that contains activities that change attitudes, opinions / behavior of a person. Good or harmonious relationship in public relations does have a broad enough meaning of one of them, namely "favorable attitude, good will, tolerance, mutual understanding, mutual appreciation, and good image (good image) ". Thus a harmonious relationship can arise from a mutual understanding, mutual trust and a good image given public to an organization including political organizations (political parties). That's why Public Relations can be regarded as a tool or media to create a good and harmonious relationship for the progress and profit of the institution concerned. According to Assegaf (1987) the concept of good relations is a good relationship that will only be achieved with honest honesty in honest relationships in human relationships in the atmosphere of frank conversation (frankness).

When associated with this study, the role of honesty and openness attitude is very important in building a relationship because with the honesty and sense of openness each PPR is expected to establish a harmonious relationship with the constituents. Good relationship is one of the functions run by Public Relations as said by Rachmadi (1992) is to grow and develop good relationships between institutions of organizations with the public. Based on the various explanations in the establishment of good relations can be established if the Political Public Relations as an intermediary media in billing activities can grow and develop good communication quality between political parties with constituents in every situation.

In relation to the concept of harmonious relationship, Kustadi Suhandang (1998) states that "harmonious relationship is mutual understanding and mutual benefit to each other, mutual take and give "between the two parties so as to establish a favorable intimacy atmosphere between the company and public, push towards the advancement of the company or body concerned ". Daryanto (2010) suggests that there are three things that foster good interpersonal relationships, namely trust, supportive and open. Among the various factors that influence interpersonal communication, the most important trust factor. There are three main factors that can grow the attitude of trust in developing communication that is accept, empathy and honesty. Accepting is the ability to relate to others without judgment and without trying to control, empathy means imagining ourselves in the events that happen to others, and honesty is the third factor that fosters the attitude of trust.

III. Research methods

Based on the research problems that have been put forward in this research, the approach used is qualitative with Case Study method. A qualitative approach is used because it explains the Political Public Relations tips in establishing good relations with constituents. Further described thoroughly by using written words from interviews with key informants.

Qualitative research methods according to Moleong (1991) is a qualitative research method more concerned with the terms of "process" rather than "result". This is because the part relationships under study will be much more obvious when observed in the process. With qualitative research requires a set of limits in his research on the basis of the focus that arose as a problem in research. This research uses case study method because in this research focuses on finding theory, not testing theory, which is emphasized only on observation and interview in scientific atmosphere, where the researcher acts as a direct observer in the field as well as interviewing research informants. The definition of a case study as a research strategy. The most commonly encountered definitions of case studies repeat the applicable topics. As presented by a researcher. The essence of case studies and key trends of all case studies is to try to explain the decisions about why the study was selected, how to implement it, and what the outcomes (Schramm W., 1991). A more technical definition needs to be presented that Case Studies is an empirical inquiry that investigates phenomena in real-life contexts, when the boundaries between phenomena
The object of this study is a political party focused on the Political of Public Relations unit in fostering good relations with constituents through certain tips that are considered very vulnerable to conflicts which in turn can damage the image of political parties if negligent in activities of the PPR unit. Therefore it takes tips that can maintain good relations between political parties with constituents, so as to create a good image in the public view. While the subjects in this study is PPR as a source of data or key informants, and can be determined purposively for some reason desired research that is considered to know the problem of research substance. To determine the informant, the researcher uses the characteristics proposed by Lindlof, Thomas R & Taylor, Bryan C., that the appropriate informant is one or more of the following characteristics: (1) has a long experience in the field, and is capable of showing other reliable informants; (2) have high mobility; (3) occupy a key position within its territory; and (4) able to provide conceptualization of the problem (Lindlof & Taylor, 2002). According to him the best informant is a person who has intelligence and skill. Based on that opinion, then the subject or who will be the appropriate informant in this research are the people who have the potential, experience, and knowledge about Political of Public Relations in political party. And data analysis technique is done by process of reduction, display, and data verification to draw conclusion as result of research.

IV. Research Results

Tips Political Public Relations in fostering good relations with the community. A Political Public Relations to a political party in fostering good relations with constituents is done in various ways called PPR tips. This tip is implemented by involving the unit or the field of Public Relations in Political Parties. Can be done by persuasive through mutual reciprocal communication with each other. This is because constituents are political party assets that must be maintained. Political Public Relations plays an important role in shaping public opinion and political communication through its tips. The Political Public Relations tricks are based on the results of research on a number of political parties is to build a positive image and maintain the reputation that has been owned by both the political institutions themselves and presidential candidates to be carried in the 2019 election later.

1. Building a positive image (the political party and the presidential candidate it carries)

Imaging is done through the activities of political parties that include the socialization of vision-mission, goals and work programs both in institutions of political parties and candidates who will be promoted as a presidential candidate. The political parties perform the imaging through the flagship programs of each political party such as aid and empowerment to the community. While personally by the candidate is done through direct visits to constituents covered by the media and disseminated to the audience through the mass media. These activities can be known by the public or constituents through electronic media such as television and newspapers, even social media. So that will provide a positive image to political parties and presidential candidates to be supported.

Political Public Relation Tips in terms of building the image of political parties can be done by all political parties as one of their strategies to win the attention and sympathy of the community in all regions in Indonesia through the regional councils of each political party which includes the Regional Representative Council at the provincial level, the Regional Representative Council domiciled at the district or city level, and the Branch Representative Council domiciled at the districts. This is an extension of the central board in conveying information and the image of political parties through various work programs that can touch the interests of the people. This is confirmed by the Political Public Relations of political parties, that: level. This is an extension of the central board in conveying information and the image of political parties through various work programs that can touch the interests of the people. This is confirmed by the Political Public Relations of political parties, that:
Political parties through Political Public Relations must be able to build a professional image of politics, doing activities that benefit all people, each delivered by a Political Public Relations can be realized, not just a mere discourse but the public can see the evidence, and can provide solutions to the problems faced by the community so that it can be felt directly benefit. Examples of community empowerment programs in the form of business capital assistance to weak economic community groups, and training that increase their knowledge.

Based on these findings, shows that political parties through the Political Public Relations tries to provide services to the community in addition to providing assistance to the community empowerment in order to improve the quality of life, as well as build the image of political parties as well as the candidates who will diusungnya later towards the 2019 presidential election to get the attention and sympathy of society as constituents. That PPR is present in the community as a problem solver for them, stems from the ability to build the image even foster the confidence of political parties and presidential candidates.

Based on the explanation of the findings, it can be concluded that PPR should instill confidence in itself first, in addition to the program of political parties, can also be a facilitator who can provide social solutions that exist in the community. Then PPR should be a means of political persuasive in the imaging of the element of confidence and create a good impression on the political party. PPR can apply professional image in every political party activity. Thus the political party gets a good response from the constituents and can improve the good relationship between the political party and the society itself. Then related to the impact that pivoted in the process of communicating PPR to the community that was built through the idea of building the image either individually or organically as a political party, creating a comfortable and conducive atmosphere. So in turn build a good image by the institution of the political party concerned.

In addition, their way or strategy in building the image is to show a friendly attitude or behavior and empathy. Friendly is the ability of a person or group of people to control emotions psychically to stay gentle in acting and speaking verbally and nonverbally. Similarly, empathy is the ability to put yourself as what is felt and experienced by others or our ability to understand other people in our position as someone else. Friendliness and empathy need to be owned by a member or member of a political party because in addition to being an intermediary of the people's interest, it also requires the support of the people in the general election. So that the process of activities and functions associated with the people in this case the people as a constituent. Based on the results of research related to one of the tips in building the image of the political party Friendly and Emphaty in the process of building communication and good relations with constituents is as explained by one key informant that:

Political parties should provide friendly and kind attitudes and behaviors to the community, give empathy to them, we give people a sense of real help and solutions, share what they experience, what they need. So political parties should be able to position themselves as experienced by the community, and provide solutions in the form of assistance that can be directly appropriate to their basic needs, the aid creates trust to political parties, so when people feel cared for, protected, helped or feel close to us (political parties) it will be easier for us to gain political support when elections come.

Based on that view, it can be concluded that certain political parties, if they always implement the elements of friendly attitudes and behavior and empathy to the community, it will be
easier to get political support from the public at the time of the general election because the community feels paid attention and the existence of political parties is to bridge the interests of the people and their government as the main function of the political party itself. Through the concepts of friendliness and empathy of political parties, they can eradicate the social problems of constituents, making it easier for political parties to foster good relations with the people, which in turn people still believe in political parties embodied in their political choices during the elections.

2. Maintaining Reputation (supported political parties and presidential candidates)

Maintaining reputation is a tough job because it maintains something that has been well obtained in achieving the goals of its political party according to the vision and mission that have been set. Reputation is kindness or good reputation achieved based on good judgment from others or others. Reputations made by political parties or presidential candidates based on the results of research can be done through the following tips:

a. Consistently Conduct Negotiation and Professional Program Running and Development to the Community

Negotiation is an interactional communication process between one party and another that is used to achieve certain goals such as political lobbying in reaching an agreement. According to Arifin (2003) negotiations generally occur in trial meetings, as well as lobbying using interactive communication model in accordance with the interactional paradigm. And professionals are certain skills possessed by a person or group of people in carrying out their work. Organizational political parties whose members must have a professional responsibility in carrying out their respective duties.

Related to the negotiations, based on the results of research that political parties always do political lobbying to achieve political agreement between them and with constituents. Among the political parties the negotiations are conducted in the form of political party deliberations to determine the agreement that will be promoted as a presidential candidate or vice president and as a candidate for legislative members. And at the level of constituents negotiations are conducted by political parties in the form of contributions that are given to the public so as to create political deals namely the choice of the public against political parties and presidential or vice presidential candidates promoted by political parties in the general election. Negotiation to the community certainly requires communication skills or communication style in accordance with the expectations of the community that is flexible and easily understood by them. Agreements are obtained through political deals between political parties and constituents that can then serve as a commitment among them when elections come. Related to this negotiation, by informant x explains that:

In order to reach a political agreement of constituents with political parties to remain committed to supporting political parties x to general elections, an approach is made with the community through social assistance or the contribution of political parties in real terms that can meet the needs of the community such as providing business assistance in order to improve the populist economy.

The explanation shows that political parties should negotiate with constituents to gain political commitment until elections come. Negotiations must be maintained and require a long time to gain community commitment due to the many considerations of the community. These considerations include the seriousness of political parties in the interest of the community, so that the community will provide a stable commitment and not change its position when the election takes place. Similarly, expertise or ability (professionalism) in the process of performing the tasks of political party members that must be owned by every political party, because with certain expertise will be easier for political parties in generating win-win solution with constituents for example in terms of community empowerment. The concept of expertise or the ability of political party members to assist the community through empowerment program will be an entry point for political parties to gain political support from the community because with such expertise will help the community survival through empowerment programs that have been proclaimed, for example
training programs, certain skills courses then make money for them. Related to this concept, informant research explains that:

By providing specific training for empowerment, they can try their own because they have certain competencies so that the political party program is really for the benefit of society that is according to their needs.

The skills or skills possessed by political parties through their human resources are of enormous influence because with these tips the constituents will feel valuable in their lives, so they are interested in continuing further political communication with the community in the form of sustainable political interaction, thus creating long-term political commitment between a political party and a constituency that is until elections come and even every 5 yearly or permanent election. This skill or ability is owned by a political party that is proven through the provision of education and training to the community to train the community according to its potential, and according to the potential of the region. Based on the explanation of various sources of research, indicate that if certain political party always apply skill tricks through empowerment program to society then very help social economics of society and big influence in maintaining political reputation of political party even increase image of political party itself because of process of negotiation and professionalism can create a great sense of interest for society as a constituent to the political party.

Thus good communication must be created by the political party first in order to create sympathetic and trust from the community to political parties. So this will give birth to a good relationship between political parties with the community. Political parties need high credibility and established expertise in playing the role of political parties to the public. Based on various explanations of the research sources can be concluded that the negotiation tips and professional attitude of members of political parties is instrumental in helping the community, especially to people with weak economic or inadequate from the economic aspect. Therefore, each member of a political party is expected to have certain skills in order to provide assistance to the community as a constituent of political parties, including negotiating among them in order to create a comfortable and prosperous atmosphere in social life. This is in line with the objectives of the political party itself, which is to provide prosperity to the community as a whole.

b. Providing Social Problem Solving by Political Parties to the Community

In social life of course there are groups of people whose economies are weak or poor. This is a social problem that must be addressed by the government through the aspirations of political parties. One of the functions of a political party is as a social conflict or as a means of solving social problems. Many of the problems faced by the community which one of the most basic is the economic needs of the household. Providing problem solving to family economic difficulties is also a trick that has been implemented by political parties through direct assistance programs in the form of facilities or business facilities to people with weak economic capabilities. This can be felt directly by people who are not able to economically provide solutions and benefits to them. This solution is in accordance with what is explained by the key informant that:

Overcoming community economic difficulties is the task of political parties, through divisions or economic fields. Political parties should explore information about the economic condition of the community first before providing solutions in the form of direct assistance to the community. Provide internal support policies to implementation of aid programs, even to the control and evaluation of the success of the aid program.

The explanation shows that political parties apply problem solving tips in overcoming the economic difficulties of the community and can provide benefits from the side of the community get the help of solutions directly and improve the family economy and on the side of political parties get good value in the eyes of the public that is good reputation and improve the relationship which is harmonious between political parties and society and even society as a whole because even the other society does not get help from the political party it still gets sympathetic from the public that political party X is very concern to society. Thus, it easily earns a reputation and a good
image. Political parties play an active role in finding solutions that are supported by existing policies on political parties can even influence government policy.

Based on the various explanations of the research sources related problem solving that overcomes the economic difficulties of society in their lives so as to provide comfort of life, it can be concluded that these tips can create good relationships between political parties with a specially assisted society and the general community in general. Whereas in management in achieving the objectives, political parties try to realize the task of public relations politics in order to maintain good and harmonious relationships on behalf of the organization or personal candidates for president who will be carried by his political party, trying to form broad public opinion well, providing assistance to meet party goals political well-being of the community, and create good communication links between them ie political parties and society as political constituents.

V. Conclusion

Based on the results of research in this study, then as a conclusion that political parties in fostering good relations with constituents is done in various ways called the Political Public Relations (PPR), as follows:

a. Build a positive image by political parties and presidential candidates that at least take care of and implement certain strategies that is, the political parties through the tips of PPR trying to provide services to the community in addition to providing assistance to the community empowerment in order to improve the quality of life, also builds the image of political parties as well as the candidates to be promoted in the 2019 general election to get the attention and sympathy of society as a whole. Political parties through the PPR must be able to build a professional political image, conduct activities that benefit the community, every submitted by a PPR can be realized, not just a mere discourse but the public can see the proof.

b. Maintain the reputation (political parties and presidential candidates are carried out through the tips of consistently negotiating and professional, as well as social problem solving political parties that is that political parties present in the community as a problem solver for them, stems from the ability to build the image even foster the confidence of political parties and presidential candidates, and can provide solutions to the problems faced by the community so that it can be perceived directly benefits. Examples of community empowerment programs in the form of business capital assistance to the weak economic community groups, and training that increases their knowledge so that sustainability can improve their lives.

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