



Measuring the Political Power of Indonesian Democratic Party of Struggle (Case Study of Megawati's Leadership Style)

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Abstract

This paper aims to analyze what factors make PDIP successful become the largest and most powerful party in Indonesia. There are several analyzes that we can do discussed comprehensively, including how the history of the birth of Indonesian Democratic Party of Struggle (PDIP) and what the ideology of the party, what kind of strategy was built by PDIP and what was the last one impact of the current PDIP power. Types of research this is a descriptive qualitative research with our technique of collecting data and facts using the library research method (library research) it is considered sufficient accurate in discussing the political power of PDIP in Indonesia. The History of the Formation of the Party P dip (1973-Present). The results of the discussion in this paper are with a political strategy presenting figure or political positioning with the political actor Megawati as the actor The most influential in PDIP is what PDIP is doing, from history to strategy its politics can make PDIP a strong party in Indonesian politics, no we can deny that PDIP succeeded in attracting the sympathy of the people with everything the advantages. and PDIP is able to position itself when it becomes the opposition or when it is serve as the current government.

Keywords: *Megawati, PDIP, Political Power, Politics Parties*

1. INTRODUCTION

Political parties are one of the most influential political actors in Indonesia and the Indonesian Democratic Party of Struggle (PDIP) is the largest party today. In Indonesia alone, according to data from the KPU for 2023, there are 18 political parties and PDIP is the only party that fulfills the presidential threshold without a coalition with other parties, why can this happen? recorded during the reform period the PDIP was able

to win elections 3 times from 1999, and won twice in a row in 2014 and 2019. PDIP is considered to have been able to become a party with established political strength and managed to find its



momentum in 1999 after the fall of Suharto, recorded in the political science journal (Gerald, 2019), the average PDIP won votes in the legislative elections of 21.82%, this shows that PDIP is a strong, nationalistic, populist party and has a good political strategy.

Of course, it is not easy to become the strongest party and succeed in getting the most votes in Indonesian politics, especially since the fall of the New Order era, the reform era opened up free political competition which resulted in several parties starting to look for strategies and optimal ways to gain power. In the political marketing journal (Sutisna, 2016) PDIP no longer uses political strategies in traditional ways such as displaying billboards, banners, posters, etc. PDIP utilizes digital platforms such as social media and television for the campaign, but the substance of the campaign is to become a humanist and populist leader. It was proven that the steps taken by Jokowi with “Belusukan” were then continued by Ganjar and Risma who always update their political activities make the community influenced by a leader who is populist and able to solve people's problems which in the end PDIP can win the hearts of the people and come to power.

One of the characteristics of PDIP is that it is a strong and powerful party marked by PDIP being a mass party (Tajri, 2016). There are several groups of political parties including cadre parties, competition parties, and mass parties. PDIP itself is a mass party marked by a large number of supporters and has high loyalty such as Marhaenis, Soekarnoists, Nationalists, and populist groups. Because the founding of PDIP was a combination of five political parties it has a large mass.

From some of the reputations that have been shown by PDIP in terms of political power, we will then analyze what factors make PDIP able to become a large and powerful party in Indonesia. There are several analyzes that we can discuss in detail

comprehensive of which is the history of the birth of the PDIP and what the party's ideology is, what kind of strategy was built by the PDIP, and finally, what is the impact of the current PDIP power. In the end, we as writers will provide critical notes for our readers that it is these factors that have made PDIP a strong, large, and powerful party in Indonesia.

2. METHOD

This type of research is descriptive qualitative research, using the theory of Moeloeng (Moeloeng, 2007) with data collection techniques and facts the author uses the library study method (library research). As well as relying on media such as digital newspapers, articles, and several sources from related journals. This is because the media that the author mentions are considered quite accurate and credible in discussing the political power of the PDIP in Indonesia and quite comprehensive in containing the information the author needs.

3. RESULT AND DISCUSSION

3.1. History of PDIP Formation (1973-Present)

Party Fusion and General Chair Election

The Indonesian Democratic Party of Struggle (PDIP) is one of the most popular parties in Indonesia. Not only influenced by the actors who are active in the seat of power but the fact that this party has been around for quite a long time. The beginning of establishment of this party began with the enactment of party simplification during the New Order era, in 1973 to be precise. The party with a nationalist ideology consisted of five parties, namely: the Indonesian National Party (PNI), the



Indonesian Christian Party (Parkindo), the Catholic Party, the Association of Indonesian Independence Supporters (IPKI), and Murba. These five parties were then simplified to become the Indonesian Democratic Party (PDI) (Sutisna, 2016).

As an opposition party that was present during the New Order era, PDI held a congress in December 1993 and received intervention from the government. The congress was held to determine who would become the chairman of the PDI party in the future. Then came the three names that will compete. The three people are Soerjadi who is a figure who was critical of the government, Budi Harjono who tended to be friendly to the government and also supported by the New Order government, finally Megawati Soekarno Putri who received extraordinary support even though her actions in the world of politics had not been too long, but she was very well known as the daughter of the proclaimer Indonesia. Until finally Megawati managed to become the first Ketum of PDI at that time. Megawati's leadership succeeded in gaining sympathy from the middle and lower economic groups (Fransisca, 2023).

The process of forming the PDIP has much to do with the events that occurred in 1996. At that time, the New Order government felt it had failed in its efforts to prevent Megawati from taking over as chairman of the PDI. The government's anger was then vented by holding a National Congress in Medan to bring back Soerjadi as chairman. The 1996 incident caused the PDI to split into two districts, namely Megawati supporters and Soerjadi supporters. Soerjadi, who at that time received support from the government, threatened to seize the PDI headquarters in Jakarta. The battle for the headquarters led to riots and violence on the part of the government. The government's intervention then shifted the blame for the rioting onto Megawati's side and continued to recognize the pro-Soerjadi group as the official faction of the PDI. After Soerjadi's inauguration, the PDI, which was under his leadership, only won 11 seats in the DPR (Kristiyanto & Hanief, 2022).

Elections and PDIP Electability

Since Suharto's resignation in 1998, Megawati's supporters have strengthened again. He was later appointed as General Chair of the PDI DPP with a five-year term at the Fifth Congress in Bali which was held in 1999. It was also during this congress that the name PDI changed to PDI-P (Democratic Party). Indonesia Struggle). This name change coincides with the transfer of presidential power to BJ. Habibie. The 1999 elections were the first elections held since the fall of the New Order government. At that time the electability of PDIP was very high, this party managed to get the first position in the vote acquisition as well as being the winning party in the election. A total of 151 seats in parliament were won. However, this election could not bridge Megawati to occupy the general seat of the MPR, but was appointed Vice President by Gus Dur (Budiman & Tamburian, 2019).

After the resignation of Gus Dur in 2001, Megawati as a representative of the PDIP succeeded in advancing to win the presidency and continuing the performance of the previous government whose term of office had not yet ended. Legislative elections were then held again in 2004, at that time the PDIP only got 109 seats and its electability fell to second place. Then the next presidential election, PDIP again nominates Megawati who is paired with KH. Hashim Muzadi. However, the victory was won by the Democrat party in a coalition with Golkar, so that SBY-JK became the next president and vice president. Due to the defeat in the 2004 election, the PDIP party positioned itself as a coalition party whose job was to criticize government policies so that the democratic climate was maintained (Sutisna, 2016).

It didn't stop there, in the 2009 presidential election, the PDI-P again nominated Megawati, who this time paired up with Prabowo Subianto from the Gerindra Party to become the presidential and vice presidential candidates. But again the election was won by SBY and the Democratic Party. Until now, Democrats and PDIP are still two opposite angles, both of them refuse to form a coalition on any occasion. In the 2014 and 2019 elections, PDI-P succeeded in regaining the seat of presidential power



with the election of Joko Widodo as President for two terms of office. Even so, until now there has been no change in party leadership, Megawati has still served as Chairperson from 1993 until now (Fransisca, 2023).

Philosophy of Party Identity

The PDIP party has a strong identity with the colors red and bull Head. The red color is synonymous with this party and symbolizes the courage to take risks and fight for public welfare. The bull's head's eye red means alert for threats and eradicating injustice. Furthermore, the bull's white muzzle symbolizes that this party can be trusted and realizes justice and truth. Finally, the circle surrounding the bull's head means a firm determination in its struggle and is continuous without interruption (Shelavie, 2023).

Not only that, this party has a close connection with the term little people which means the party that comes from the common people. This slogan is used to build branding politics that is humane and makes it easier to gain the votes of the lower middle class. PDIP party always tries to exist when disaster situations occur by providing assistance to small communities and trying to always be present in society. So it is not surprising that the image built by PDIP has received sympathy from the public (Yahya, 2022).

Finally, the use of metal greetings that are usually done by PDIP politicians. This metal greeting originates from the PDIP party, which received the number three participant order. So that these three fingers symbolize the luck of victory for the PDIP party. This metal greeting was also known during the rise of PDI in the New Order era. The word metal, which is an identical pose to PDIP itself, is an acronym for "total red" which means PDIP's power covers all corners of Indonesia (Firmansyah, 2022).

3.2. PDIP Party Strategy in National Politics

Political strategy is very important to be carried out by a political party to achieve political goals to be achieved, especially if faced with political contestation, planning and implementing the success of the political strategy will have a significant role for example in elections, political strategy can not only determine the victory of a candidate individually but also will affect the votes obtained by a political party, basically the strategy includes two things, namely planning, and management. PDIP itself as a political party that has significant position and strength from year to year certainly has a slick strategy in carrying out its political movements. To see how PDIP carries out its political strategy can be seen in the following aspects, including:

PDIP Political Campaign Strategy

Campaigning for a party is very important to inform the public about what a party stands for as well as what political programs the party will carry out so that people will be interested and will ultimately vote for the party. Before carrying out the campaign, the PDIP party will form a Party General Election Winning Body. The PDIP election BP itself is divided into three, namely, Central Election BP, Regional Election BP, and Branch Election BP, then proceed to coordination meetings and mobilization of all party elements. PDIP itself in its campaign strategy emphasizes a more persuasive attitude by socializing with the community in each region by informing three main materials namely, first, socialization of the role of the PDIP party, second, socialization of PDIP party cadres, third, socialization of programs PDIP party that will be run (Pattiasina, 2015).



PDIP Mass Base Strategy

For the Central Java PDIP party it is considered a martini bull stable, this is because the PDIP has a large mass base in Central Java. The existence of similarities or the same ideological ties between the people of Central Java and the PDIP party creates an opportunity to gain significant votes there, for example in the general election of the Governor and Deputy Governor of Central Java in 2018 the PDIP party carried the pair Ganjar Pranowo and Taj Yasin Maimoen and it was proven to have a mass base was one of the factors in the victory of the pair from the PDIP party (Adriansyah, 2020).

Strategy for Highlighting Figures or Political Positioning

In the case study of the 2018 Central Java Pilgub, PDIP had a Nationalist and Religious patronage, thus the PDIP party formed a coalition with the United Development Party (PPP) by carrying out Ganjar Pranowo from PDIP who was considered nationalist and his deputy Taj Yasin Maimoen from the United Development Party (PPP) who was considered religious and religious so that it is expected to be able to create good morals and personality for the people of Central Java, this is what makes this strategy important so that the community or target market can make their choice of partners from the party they are promoting (Sandika, 2018).

PDIP Political Education

The PDIP Party in Political Education seeks to provide understanding to the public so that they have a militant spirit and are critical of the party and the problems this nation is currently facing. The Education Strategy of the PDIP party consists of many components. The learning materials and procedures used by PDIP can help people to play their role in the world of politics.

In general, the PDIP party's political education strategy includes, first, understanding community problems. Before the political education program is implemented, what is the fundamental problem being faced by the people in a region, because the problems of the people in one area are different from the problems of the people in other areas. Second, determine the needs of the community. After the basic problems of the community are known, then determine their needs based on a scale of priorities. This priority scale will be very important, especially when the needs and aspirations of the community are many and varied. Third, formulate the goals chosen by the target group. Formulation of political education goals that provide direction and also targets to be achieved by the organizers. The target group can be determined after the goals of political education have been successfully formulated. Fourth, designing work activities and determining the media. In designing work activities, include: activity design, how long it will take, division of tasks and responsibilities, owned facilities or equipment, and required budget. Fifth, carry out activities. Implementation of political education activities that become effective, if the implementation can be carried out according to the work plan. Sixth, monitoring and evaluating work results, aims to find out whether the strategy used is effective enough or must be changed and whether this issue can still be continued or not. (Sandika, 2018)

PDIP Relations or Coalition with Other Political Parties

Coalitions in political contestation have the main goal of jointly winning coalition elections, in this case, it is voluntary where political parties agree to work together because of similarities in ideology and programs to be carried out, but there is also the formation of a coalition to meet the minimum requirement of 20 percent of seats to nominate a president and vice president or what is commonly called the presidential threshold. PDIP itself has formed a coalition in the last two years of elections, namely in the 2014 election PDIP formed a coalition with the Nasdem Party, the National Awakening Party (PKB), and the United Development Party (PPP). Whereas in the 2019 election, PDIP joined the advanced Indonesian coalition in which there were ten political parties including, PDIP, the Group of



Work Party (Golkar), the Democratic National Party (NasDem), the National Awakening Party (PKB), the United Development Party (PPP), the Heart Party The People's Conscience (Hanura), the Indonesian Solidarity Party (PSI), the Indonesian Unity Party (Perindo), the Indonesian Justice and Unity Party (PKPI), and the Crescent Star Party (PBB), thus the PDIP party always opens avenues for cooperation which are considered to be beneficial PDI-P party. (Anwar, 2014)

The General Strategy of the PDIP Party in the 2024 Election

Megawati Soekarnoeputri as general chairperson of the PDIP party stated that her party would focus more on targeting workers, farmers, fishermen, and the millennial generation in facing the 2024 election. using a commander structure strategy that takes the spirit of cooperation in synergy with information technology. Hasto Kristiyanto as Secretary General of the PDIP party said that the victory of a political party in politics could not only be obtained through mobilization at the political elite level but could also be achieved by directly helping the community, he said that the PDIP party would always carry out this instrument. (CNN Indonesia, 2022).

3.3. Case Study: Megawati's Leadership Style

Overview of the Proclaimer's Daughter

Megawati Soekarno Putri's full name is Dyah Permata Megawati Setyawati Soekarno Putri who was born on January 23, 1947 in Yogyakarta. He was born to Soekarno's second wife, Mrs. Fatmawati. Megawati Soekarno Putri is Indonesia's first female President who decided to follow in her father's footsteps to become President of Indonesia.

In the 2004 election, it was reported that he lost the second ballot to Susilo Bambang Yudhoyono, making him unable to become president for another term (Rendrawati, 2017). Megawati Soekarno Putri completed her education at the Cikini High School (SMA) from 1963 to 1965, after which she continued her studies to a higher level at Padjadjaran University in Bandung, studying agriculture in 1965. 1967. After graduating from Padjadjaran University, she continued his studies from 1970 to 1972 at the Faculty of Psychology, University of Indonesia (Farisa, 2022). Megawati Soekarno Putri was very active during her student days, as evidenced by her joining the Indonesian National Student Movement (GMNI). After graduating from the University of Indonesia, Megawati Soekarno Putri became politically active by joining the Indonesian Democratic Struggle (PDI-Perjuangan) where Megawati Soekarno's father played an important role in the party (CNN, 2022).

Megawati Soekarno Putri's experience can be seen from her long political journey, starting from the big challenges of the New Order era to the present, Megawati continues to take responsibility for her role as a very powerful figure in the Indonesian Democratic Party of Struggle (PDI-Perjuangan). or better known as the President General. The existence of Megawati Soekarno Putri has been seen in the political arena since 1986 when she served as President of the Jakarta branch of the Indonesian Democratic Party (PDI) from 1986 to 1993. She then became the leader of the Indonesian Democratic Party (PDI) from 1993 to 1996, then became the leader of the Indonesian Democratic Party Indonesian Democratic Struggle (PDIP) from 1998 to 2016, after which he became a member of the Republican Council. Republic of Indonesia (DPR RI) 1987-1997, Vice President of the Republic of Indonesia 1999-2001, President of the Republic of Indonesia 2001-2004, and now President of the Indonesian Democratic Party of Struggle (PDIP) (Mustafa, 2011).

Megawati's Leadership Style

Megawati Soekarno Putri is an Indonesian politician who served as President of Indonesia from 2001 to 2004. Megawati has a leadership style that is varies depending on the situation and context. Megawati has several times been known as a firm and authoritarian leader. On the other hand, he is also known as a person who tends to adopt and respect the opinions of his party colleagues. In



addition, Megawati is also seen as a leader who is on the side of the people and cares about their destiny. However, Megawati also faced various criticisms and controversies during her presidency. One that is often criticized is that he has been less successful in solving economic problems and eradicating corruption. In general, like other leaders, Megawati Soekarno Putri's leadership style has advantages and disadvantages. However, it can be said that he was a dedicated leader and led Indonesia through important times (Hapsari, 2017).

The activities of the PDIP party itself cannot be separated from the progress of Megawati's leadership. As a central figure in the party, Megawati has a communication style that often becomes a matter of debate. As an important figure, Megawati prefers to speak in non-verbal language, which often invites multiple interpretations from many people. The advantages of Megawati's leadership style include (Ruslan, n.d.):

- a. Having extraordinary conflict management, this was proven when he was faced with complex problems such as economic, legal, and political issues as well as eradicating corruption after the collapse of the Soeharto regime.
- b. Having firm characteristics, in resolving internal and external conflicts, Megawati is known for her systematic and logical final decision-making. Even though she tends to be authoritarian, Megawati dares to take big steps in making her decisions.
- c. Charismatic women leaders, in an era of weak women's leadership in political seats, Megawati could represent that women are capable and worthy of occupying seats of power where previously the majority were filled by men.

However, in her leadership, Megawati has several weaknesses that must be considered in subsequent leadership. Some of Megawati's leadership deficiencies include (Alhasany, 2015):

- a. Thirsty for praise, under Megawati's leadership she gets more and more often spotlighted then it will be easier too to build a relationship with him. So that in his leadership, many sycophants try to provoke him.
- b. Lack of understanding in the field of economics so that the decisions are not in favor of the people.
- c. Weak law enforcement so that KKN (Corruption, Collusion, and Nepotism) cases are seen as failing in their handling.

3.4. Impact of PDIP Power in Indonesia

PDI-P cadres fill quite a lot of strategic seats in the government of the Indonesian state. this can also be a reference for how PDIP as one of the largest parties currently has a positive or negative impact on Indonesian society. Of course, there are many positive impacts that PDIP cadres have had on this country, such as equitable development in underdeveloped areas, more complete infrastructure, policies that benefit many people, and many others. However, behind these positive impacts, there are also many negative impacts felt by the community. However, everything that is made by the holders of power will not be far from the order of the party that brought it up to that point.

There has been some criticism of PDIP's powers, particularly concerning the lack of transparency in the policy process, the use of power for political and personal gain, and the lack of press freedom and human rights. Criticism has also been directed at policies deemed detrimental to certain sectors, such as the agricultural and fisheries sectors, as well as the lack of progress in legal and judicial reform. On May 19, 2003, at which time Megawati Soekarnoputri was serving as President, she instead made Aceh a military operations area for 6 months. Even though after the collapse of the New Order no one had opened an open war with GAM, until when the daughter of the founder of this country became President, even though this war was opened at that time 5,000 GAM combatants would be paralyzed



by 12,000 police personnel and 30,000 military personnel. This incident also claimed many lives, both civilians and state apparatus who were on duty at the time (Nathaniel, 2020).

From the good and bad impacts that were felt by the community for the leadership of the PDIP, the Indonesian people until the last 2019 general election yesterday still chose PDIP cadres as their leaders. PDIP even succeeded in getting votes beyond other major parties such as the Golkar Party and the Gerindra Party. In a sense, the establishment of a party will have its supporters, regardless of how the party faces many problems in practice. Moreover, PDIP is a party that is quite historical and one of the largest parties in Indonesia (Nathaniel, 2020).

4. CONCLUSION

After its founding, the Indonesian Democratic Party of Struggle (PDIP) succeeded in gaining a large number of participants, this is of course inseparable from the expertise of political actors in inviting public sympathy. Until now, the PDIP party has succeeded in sending two of its delegates to become President of the Republic of Indonesia. Apart from various internal and external conflicts, PDIP's political power is fairly strong, based on a survey conducted by LSI, PDIP has succeeded in being ranked first in the electability of the highest party ahead of the 2024 election. politics well.

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