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The Dynamics of the Prosperous Justice Party's Strategy in the Depok City Regional Elections Across Four Periods (2005-2020)

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Abstract: This article explores the dynamics of the political strategy of the Prosperous Justice Party (PKS) in the Depok City Regional Head Election (Pilkada) during the 2005-2020 period. The focus of this study is to analyze the strategy of nominating mayors and deputy mayors by PKS, which managed to maintain power for almost 20 years, spanning four consecutive terms. Depok City became a significant stronghold for PKS, demonstrating the party's dominance through strategic adaptations over time. This research employs a descriptive qualitative approach, using campaign strategy indicators to evaluate PKS's success in the Depok City Pilkada. The main objectives of the study are to understand the evolution of PKS's strategy, identify the strategic steps taken, and explore the key factors that influenced the party's success in winning the Pilkada. The results reveal a gradual evolution in PKS's strategy. In the 2005 Pilkada, the party relied on conventional approaches such as grassroots networks and social activities. However, with technological advancements, PKS began adopting digital campaigns in subsequent elections. This transformation became evident in the 2015 and 2020 regional elections, where social media was used extensively to engage young voters and the urban middle class. The findings highlight that strategic adaptation, internal unity, and the ability to address local issues were key to PKS's dominance in Depok. The relationship between PKS and Depok City reflects a complex political dynamic, where the party successfully integrated traditional and modern campaign strategies to maintain its power. This research underscores the importance of adaptation, solidarity, and innovation in local political competition, which were the determining factors in PKS's success in the Depok City Regional Election from 2005 to 2020.

Keyword: PKS Political Strategy, Depok City Election 2005-2020, PKS Domination in Depok, Political Campaign Evolution, Consistency.

INTRODUCTION

This article discusses the strategy of the Prosperous Justice Party (PKS) in the Depok City Regional Election during the 2005-2020 period, focusing on the approach and adaptation of political strategies applied during the four periods. General elections in Indonesia have an

important role as a mechanism for implementing people's sovereignty, as mandated by the 1945 Constitution. As a democracy, elections are conducted in a direct, general, free, secret, honest and fair manner. In addition to electing leaders, elections are also a means of political education for the community, which is expected to increase political understanding and awareness of the importance of democracy (Haris, 2006: 10). Elections that are conducted with the principles of fairness and integrity have a long-term impact in strengthening political stability and government legitimacy.

For almost two decades, PKS has managed to maintain its dominance in the Depok City elections through an adaptive and consistent strategy. Initially, PKS prioritized traditional approaches such as building grassroots networks through religious communities and religious-based social programs. This approach allows PKS to establish emotional closeness with the community, especially in areas that tend to be conservative. In addition, the support of religious leaders and programs is an important element in maintaining voter loyalty.

Table 1.1 Vote Acquisition of Candidates for Mayor and Deputy Mayor of Depok City 2005

NO.	NAMA PASANGAN CALON WALIKOTA DAN WAKIL WALIKOTA	PEROLEHAN SUARA UNTUK PASANGAN CALON WALIKOTA DAN WAKIL WALIKOTA						JUMLAH ARAH
		PANC. MAS	SEL. B.	SUMPALAYA	LIMO	CIMANGGIS	SAWANGAN	
1	H. ABDUL WAHAB ABDIN dan M. ILHAM WILAYATA	5,897	2,715	7,618	2,530	10,601	3,100	32,461
2	DRS. H. HARUN HERYANA dan DRS. H. FARIDWAN AR.	3,993	2,352	5,305	1,479	7,123	3,607	23,859
3	DRS. H. BADRUL KAMAL, MM dan KH. EYHABUDIN AHMAD, BA	43,460	16,980	42,962	15,974	53,159	34,246	206,781
4	DRS. H. YUS RUSWANDI dan HM. SOETADI SIPONGWONGSO, SH	5,462	1,940	6,603	3,384	12,611	4,096	34,096
5	DR. Ir. H. NUR MAHMUDI ISMAIL, M.Sc. dan DRS. H. YUYUN WIRASAPUTRA	51,472	24,029	56,713	20,286	58,810	21,300	232,610
		110,284	48,016	119,201	43,653	142,304	66,349	529,807

Source : (KPU, 2005)

After the candidate pair carried by the Social Justice Party in the Depok City Pilkada brought a very good victory, in 2005 it was seen that the candidate pair DR.Ir.H. Nur Mahmudi Ismail and DRS. H. Yuyun Wirasaputra won in 6 urban villages out of a total of 7 which resulted in very significant results for candidate pair number 5 from the PKS party. From 2005 to 2020. The Prosperous Justice Party has consistently won in the Depok City elections, and the name PKS is very thick with Depok City. With the consistency brought by the Prosperous Justice Party resulting in 4 consecutive victories, PKS has implemented various smart strategies and effective political tactics to achieve victory after victory for two decades in Depok City. This success was not just achieved by chance, but through consistent efforts and careful planning.

The change of system from election by DPRD to direct election by the people became an important milestone in the post-reform democratization process. Direct elections, which were first regulated through Law No. 32/2004, gave the people full power to choose their local leaders. This move not only strengthened local democracy, but also promoted effective decentralization. With the direct involvement of the people, Pilkada became a means of strengthening trust, tolerance, collaboration and solidarity at the local level, thus supporting the formation of an inclusive civil society (Suyatno, 2016).

Table 1.3 Vote Counting Results for Candidates for Mayor and Deputy Mayor of Depok City in 2020

The image shows a detailed official document titled 'KABUPATEN/KOTA' : KOTA DEPOK and 'PROVINSI' : JAWA BARAT. It contains two main tables, A and B, detailing election results. Table A is for 'REKAPITULASI TINGKAT REKAMATAN' (Summary of Registration Levels) and Table B is for 'REKAPITULASI HASIL PEMILIHAN UMUM' (Summary of General Election Results). Both tables list candidates and their respective vote counts across various districts. Below the tables, there are five numbered signatures of officials: 1. Kepala KPU Kota Depok, 2. Ketua Bawaslu Kota Depok, 3. Ketua KPU Kecamatan, 4. Ketua Bawaslu Kecamatan, and 5. Ketua KPU Desa. The document also includes official stamps and a section for 'NAMA DAN TANDA TANGAN BAKSI PARAGRAF CALON' (Names and Signatures of Candidate Paragraphs).

(Source: (KPU, 2020))

Looking back at the results of the 2020 Pilkada, PKS took an active initiative to get closer to the citizens of Depok City, although the challenges of the Covid-19 pandemic made this task very difficult to carry out. although the challenges of the Covid-19 pandemic made this task very difficult to carry out. While many other parties relied on virtual campaigns, PKS chose a different approach. The Idris-Imam pair interacted directly with various layers of the Belimbing City community through face-to-face meetings and livestreaming to declare the pair of mayoral and deputy mayoral candidates. Through this approach, PKS has been able to implement effective political strategies in maintaining its support base and embracing voters from various walks of life. These strategies sparked the researcher's interest in exploring PKS's methods in winning the Depok City Mayor candidate pair for four consecutive terms, which led to extraordinary success in the 2005-2020 Depok City Pilkada. The influence of clerics who support PKS plays an important role in maintaining the party's political strength in Depok (Tirto, 2018). This support strengthens the mass base and instills the belief that PKS is in line with religious values and morality. The clerics act as spiritual drivers that inspire voters to remain loyal to PKS, despite political changes. The combination of clerical support and an effective political strategy makes PKS difficult to match in Depok, making it a key vote bank.

Muttaqin, Head of Election Winning of DPD PKS Depok, stated that PKS's success in maintaining vote support was due to the dedication of cadres. Their involvement in campaigns and community organizing is a key factor. Since 2006, PKS cadres have controlled Depok City Hall, demonstrating their ability to manage local government (Putri, 2018). PKS also manages to link campaigns with spiritual devotion, while opposing parties struggle to communicate effectively. PKS is known for its systematic and organized campaign approach, relying on party cadres at the grassroots level to spread the party's message directly to the public (Muhtadi, 2019). This approach not only strengthened support among the traditional mass base, but also attracted new voters. PKS, with its strong Islamic ideology and solid organization, managed to gain broad support, especially at the local level. PKS's political dominance in Depok City is reflected in a solid organizational structure, sustained victories, policies that reflect the party's agenda, and the role of local political elites in influencing the city's political and policy dynamics. This phenomenon is important to study, because it can provide insight into the factors that drive PKS dominance and its impact on local politics and representation of community interests. Researchers are interested in studying the phenomenon of PKS's political dominance in Depok City in recent years is a major concern, especially regarding PKS's important role in the executive and legislative institutions and in strategic decision-making. This dominance

raises questions about the factors that drive it, its impact on local political dynamics, and its implications for the representation of community interests. In Depok, PKS dominance is reflected through a strong organizational structure, sustained electoral victories, policies that reflect the party's agenda, and the strong role of local political elites. Research on PKS dominance in Depok is relevant to provide insight into local political dynamics and the role of political parties in the process (Mujiran, 2020). The research question in this article is to explore the key aspects that contributed to the success of PKS during its four election periods, as well as the implications for the future of Indonesian politics. After identifying various problems that have been found, the researcher is interested in examining more deeply by asking research questions, as follows: "How are the dynamics of the PKS Strategy in winning the Depok Mayor's regional head election for 4 periods (2005-2020) seen from the perspective of Peter Schroder's political party strategy?"

This study aims to deeply analyze the relationship on the dynamics of the Depok City Regional Head Election, which from 2005 to 2020 was dominated by the Prosperous Justice Party (PKS). This phenomenon attracts attention because PKS has been able to maintain its political dominance for four consecutive periods. This success cannot be separated from PKS's political strategy that is adaptive to changing times, including the use of digital technology and social media, as well as an Islamic values-based approach that is in accordance with the characteristics of the Depok community. By combining the power of grassroots networks, pro-family programs, and innovative digital campaigns, PKS continues to be relevant amid changing demographics and socio-political dynamics. PKS's political strategy in maintaining dominance in the Depok City Regional Election. The approach used includes a literature review, historical data analysis, and a study of technology-based campaign strategies. Through this research, it is expected to reveal the key success factors of PKS, the challenges faced, and the implications for the development of local democracy in Indonesia. The findings form the basis for a new theory that explores the role of political parties, political campaign strategies in maintaining power.

METHOD

This research uses a descriptive qualitative method to examine the strategy of the prosperous justice party, focusing on the Depok city elections by winning for 4 periods for the 2005-2020 elections. This research aims to analyze the strong role of PKS in the Depok city elections and understand the factors that make it strong to make it last for 20 years of power. Primary data collection was conducted through interviews with key stakeholders such as the general secretary of PKS depok 2005 & 2010, the chairman of PKS Depok winning team 2015 & 2020, and an academic expert. In addition, secondary data from various sources, including books, journals, and media platforms, were also analyzed.

The process of analyzing and interpreting data includes steps such as data collection, selection of more specific samples, elimination of less relevant information, presentation of results, and drawing conclusions. In qualitative research, maintaining credibility and validity is very important. This is done by applying techniques such as data triangulation, checking by participants, and auditing, which aim to increase the reliability of the research results.

RESULTS AND DISCUSSION

The Dynamics of the Prosperous Justice Party's Strategy in the Depok City Regional Elections Across Four Periods (2005-2020)

The Prosperous Justice Party plays a large role in Regional Head Elections by utilizing political momentum, including elections, to increase their influence. In the run-up to the 2024 General Election, PKS serves as a key tool for voters in distributing political information, monitoring media campaign activities, and participating in online discussions. Political parties have an important role in the process of political contestation, both in elections and local

elections, where the connection with the mass of voters is a key element in the preparation of political strategies (Miriam Budiardjo, 2008). In practice, the strategies and methods used to implement various party political programs and efforts to attract vote support in elections and regional elections are often not in line with the basic ideology of the party.

Over time, PKS has implemented various smart strategies and effective political tactics to achieve victory after victory for two decades in Depok City. This success is not just achieved by chance, but through consistent efforts and careful planning. PKS is also able to read local political dynamics very well, take advantage of every opportunity that exists, and adapt to changing times and voter preferences. They not only managed to maintain their traditional voter base, mostly from the Muslim community, but also managed to reach out and attract support from nationalist voters (Muhtadi, 2019).

However, as times change, PKS shows the ability to adapt to technological developments and the dynamics of urban society. After 2010, social media began to be utilized as a strategic campaign channel. Platforms such as Facebook, Twitter and Instagram are used to reach young and middle-class voter segments. In the 2020 Pilkada, PKS successfully integrated digital strategies with traditional methods. Through short videos, live streaming, and collaboration with local influencers, they expanded the reach of political messages while increasing engagement with voters.

PKS's success in the Depok regional election was not only the result of technical strategies, but also due to its consistency in responding to local issues, such as social welfare and infrastructure. The combination of a value-based approach, technological adaptation, and solid internal management has enabled PKS to maintain its relevance in the midst of increasingly dynamic political competition. In this context, elections are not only a place to elect leaders, but also a reflection of how political party strategies can evolve with social and technological changes.

This development is shown by PKS successfully transforming in accordance with changing times, combining the power of social networks with the use of technology to remain relevant and effective in attracting public support.

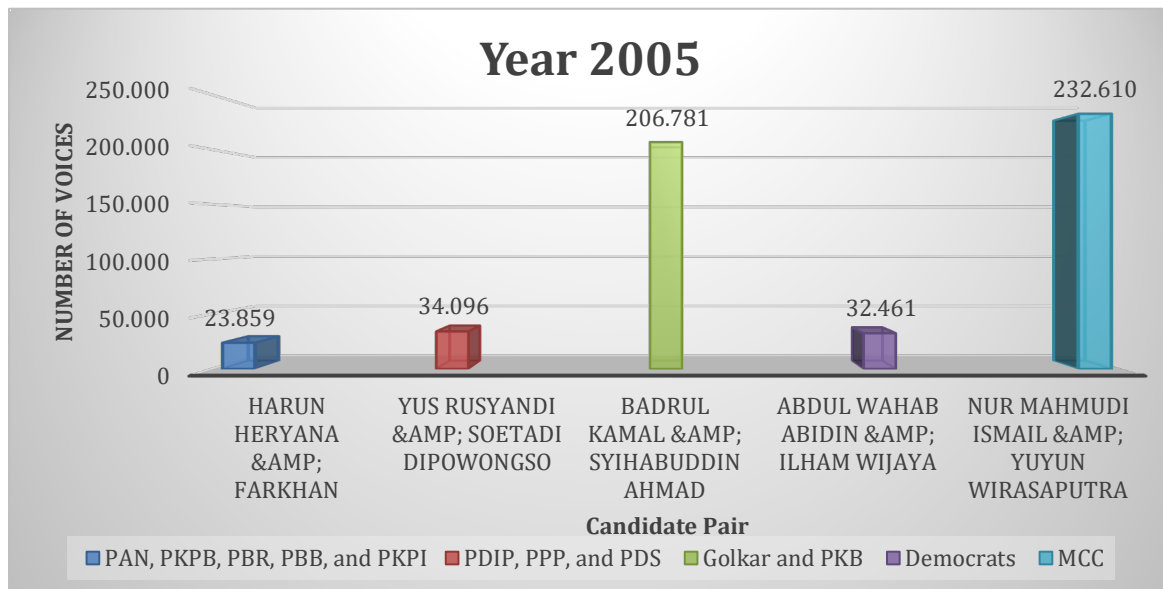
Figure 1.1 Webinar seminar in the framework of the pro-family program to realize the Indonesian Family House (RKI)

The poster is for a webinar titled "BERSAMA RKI, KELUARGA INDONESIA TETAP HARMONI DI TENGAH PANDEMI" (Together with RKI, Indonesian Families Stay Harmonious in the Middle of the Pandemic). It is part of the "SERI WEBINAR #1" series. The event is held on Saturday, July 4, 2020, from 08:00 to 11:30 WIB. The main speaker is DRA. WIRIANINGSIH, M.SI, Chair of the Women and Family Resilience Division of the PKS Party. The moderator is DIPL. ING. DIAH NURWITASARI, M.I.POL., Deputy Chair of the same division. Two guest speakers are featured: UST. ABDUL AZIZ ABDUL RAUF, AL-HAFIDZ, Chairman of the Islamic Center of Nusanantara (IQN), and UST. CAHYADI TAKARIAWAN, a family consultant and trainer. The poster also mentions the "KELUARGA TANGGUH DI ERA PANDEMI COVID-19" (Family Resilience in the COVID-19 Pandemic Era) theme. Logos for the Indonesian Family House (RKI), PKS Party, and the Ministry of Women and Family Empowerment are present. Contact information for the PKS Party is provided at the bottom.

PKS's pro-family program in Depok reflects the party's commitment to supporting family welfare and resilience. Policies implemented include providing incentives for newly married couples, educational assistance for children, health subsidies, and skills training programs for housewives. Not only that, PKS also actively promotes the strengthening of family values through religious activities and socialization, which aims to strengthen the foundation of the family as an important element of society (Feru, 2020).

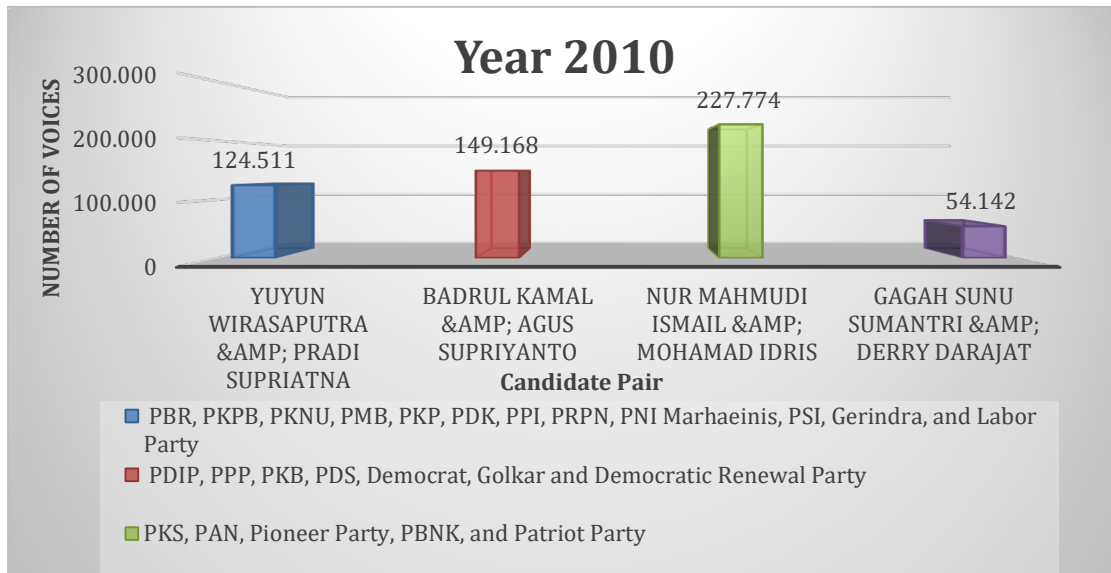
Behind all this, PKS is also very adept at playing the role of its party machine. The militancy of the cadres, driven by the belief that campaigning is part of worship, is one of the key factors in maintaining the momentum of victory. (Imam Budi Hartono, 2021), mentioned that the militancy of PKS cadres was one of the pillars of victory in the Depok Pilkada, where the pair supported by PKS won the majority of votes. They moved with high enthusiasm, indoctrinating cadres and supporters that every effort in the Pilkada was part of a bigger struggle. Not only that, PKS's communication strategy is also noteworthy. They are good at shaping public opinion, both through mass media and social media, which effectively builds a positive image of the party and its candidates. By utilizing technology and smart communication strategies, PKS has managed to maintain its relevance and popularity in the eyes of the people of Depok.

Table 1.2 Vote Results for Candidates for Mayor and Deputy Mayor of Depok from 2005 to 2020

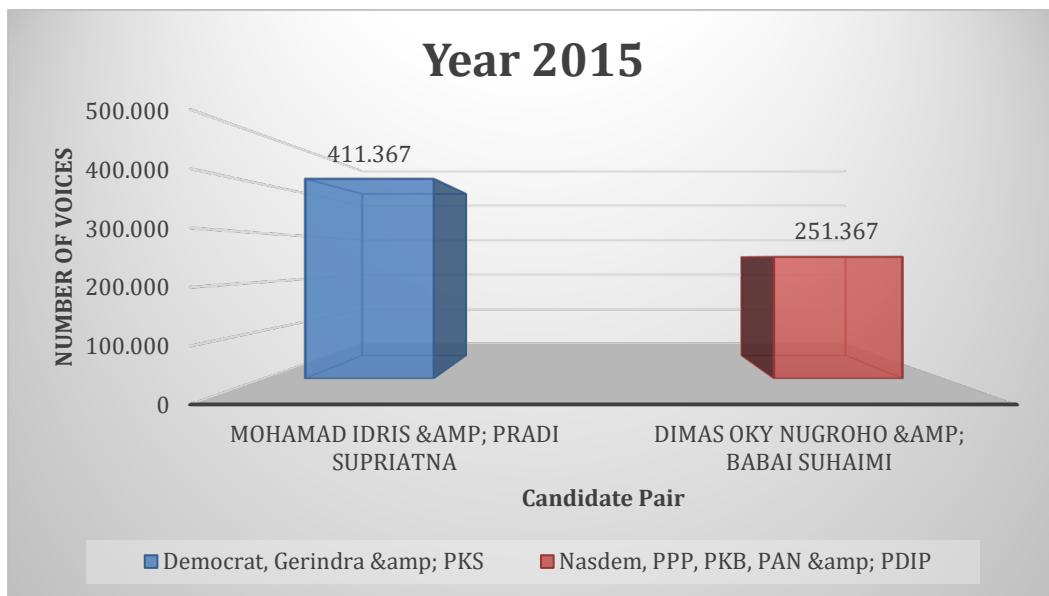


Source : (Various Sources)

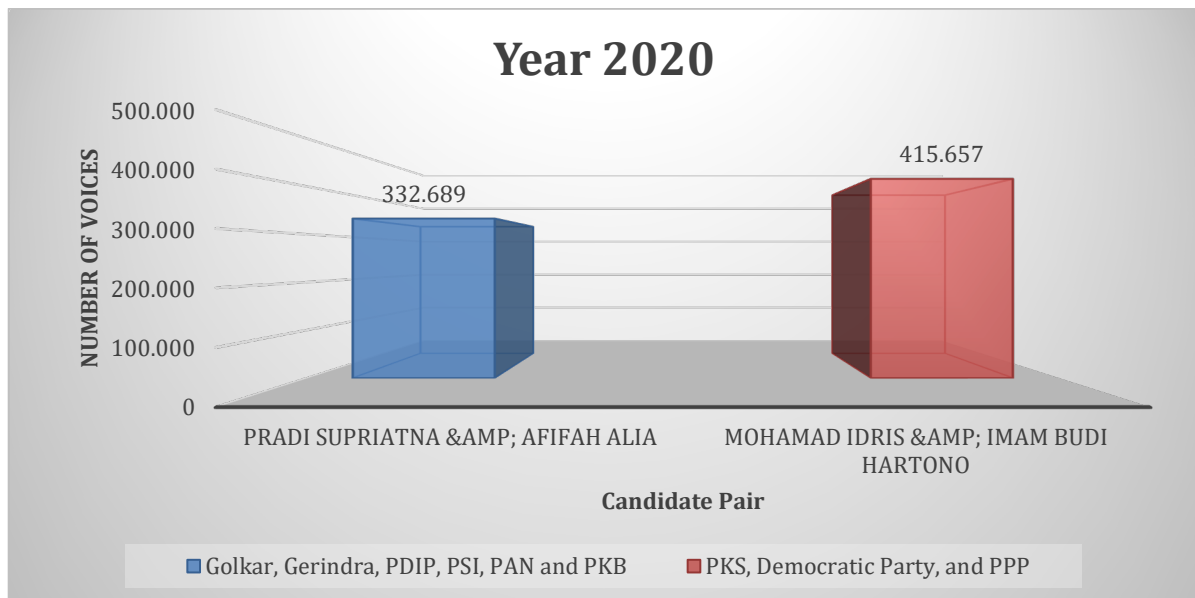
It can be seen that in 2005 the candidate pair Nur Mahmudi Ismail - Yuyun Wirasaputra won the highest vote of 232,610 which was carried by PKS alone won the Pilkada contestation.



Furthermore, in 2010 the candidate pair Nur Mahmudi Ismail - Mohamad Idris won the highest vote of 227,774 which was carried by PKS and friends won the second year of Pilkada contestation.



Furthermore, in 2015 the candidate pair Mohamad Idris - Pradi Supritana won the highest vote of 411,367 which was carried by PKS and friends won the third year of Pilkada contestation.



Furthermore, in 2020 the candidate pair Mohamad Idris - Imam Budi Hartono won the highest vote of 415,657 which was carried out by PKS and friends won the fourth year of Pilkada contestation.

As a candidate promoted by PKS in the Depok City Regional Election, it has always managed to win every election since the first regional election was held. For four consecutive periods, PKS has consistently maintained the top position in Depok without being shaken. Since 2015, the coalition formed by PKS shows that there are no longer significant ideological differences between secular/nationalist parties and Islamic parties. The main focus of PKS seems to be no longer ideology, but simply the achievement of power and vote acquisition. To reach out to undecided voters, PKS is likely to form coalitions with ideologically different parties to strengthen its position and ensure victory in the 2020 Depok City Election.

PKS also relies on various strategies to maintain its dominance. PKS's success in maintaining and even expanding its mass base of supporters deserves appreciation. According to Ardha Ranadireksa, a researcher from Charta Politika Indonesia (CNN Indonesia, 2020), the victory of the Idris-Imam pair in Depok is not surprising. PKS is still the main force in the coalition in Depok, with a mass base consisting of the majority of Muslims and supporters of nationalist parties.

Campaigns, as an important element in the electoral process, involve candidates' participation in debates, community meetings, and various activities to increase their popularity. The various strategies implemented, which are the focus of this study due to the involvement of the Prosperous Justice Party (PKS), utilize various platforms to convey messages and optimize the role of cadres spread across various urban villages and sub-districts.

"Utilizing the role of this cadre became one of the initial strategies that was considered effective in facing the first Depok regional head election in the era of direct elections," said Yogo Pamungkas, Head of the Legal and Advocacy Bureau and Secretary General of PKS in 2005, in an interview on December 22, 2024.

PKS has built solid strength since the beginning of 2005, allowing them to achieve great influence in every implementation of the Depok City Pilkada. This is certainly inseparable from the implementation of various effective strategies and a wide network of PKS cadres spread across various regions.

"Political parties must play their role, especially in the context of elections and regional elections. PKS has alternative candidates who are able to offer a promising future," added Yogo Pamungkas in the same interview.

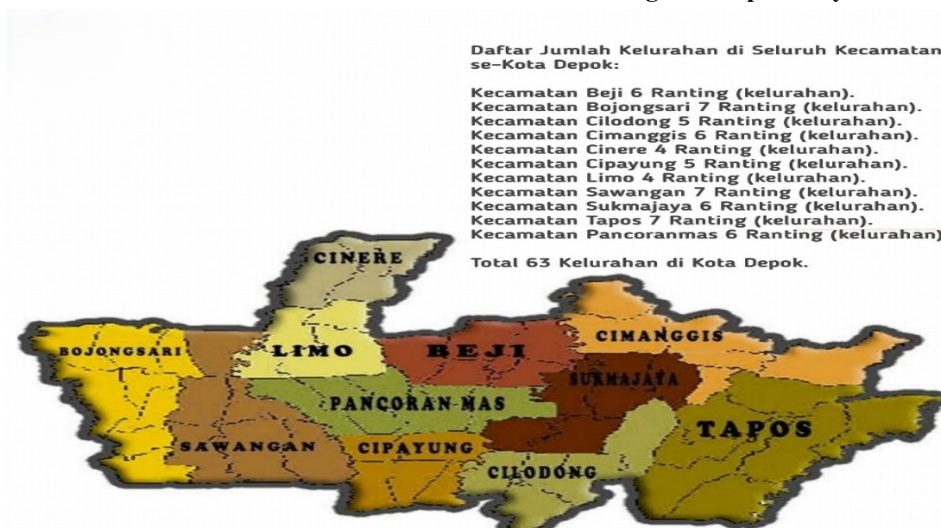
Strategic Efforts from 2005 to 2020 With Peter Schroder's Political Party Strategy

Peter Schroder states that election campaign strategy is a part of political strategy that aims to gain maximum power and influence to promote policies that reflect societal change (Schroder, 2013). Although often perceived negatively, this strategy is important because without solid power, parties or politicians must adopt the political concepts of others. Politicians and parties generally believe their approach is superior to competitors. Schroder identifies campaign strategies into three types: offensive, defensive, and a combination of both.

Offensive strategies aim to expand the electorate by attracting people's attention and highlighting party differences. This strategy includes expanding the market and penetrating the market. First, the market expansion strategy carried out by PKS here can be seen with a statement by the campaign in expanding its party bases here can be seen from

"When talking about elections regarding the distribution of PKS members, Depok has 11 sub-districts and 63 villages, we as PKS administrators are evenly distributed, and there are almost all sub-districts and villages, we hope that in 2015 we can become a leader and become a base for mass and social figures and we hope that in 2020 this can become a public trust." Interview with H. Moh. Hafid Nasir, Dipl. Inf., Head of the 2020 Winning Team, December 4, 2024).

Table 1. List of All Sub-Districts & Villages in Depok City



Source: (Depok District Court, 2021)

Support by PKS cadre members who strengthen this market expansion strategy can occur. Then the second strategy to penetrate the market aims to maximize the potential of the candidates who have been chosen by the party, so that their talents and abilities can be utilized effectively. It can be seen from 2005 that PKS carried Dr. Ir. H. Nur Mahmudi Ismail, M.Sc., who is also the 6th former minister of forestry and plantations of Indonesia to the candidate carried by PKS in 2020, namely Dr. K.H. Mohammad Idris, Lc., M.A., which is a continuation of the deputy mayor and Mr. Nur Mahmudi in 2010 ended his term of office then continued to 2015 to 2020 as mayor as a strategy to penetrate this market seen in the selection of candidates conducted by PKS this shows that the candidates chosen are the result of mature discussions and strict regeneration so that they choose very carefully and the best.

"We know that Idris served as mayor before. Mr. Idris is paired with Mr. Pradi, the end of the term of office is of course we have to pair because of the figure of the cleric because it is known to the community. So from pks, Imam Budi Hartono as a regeneration later. Idris as a scholar and academic priest." said H. Moh. Hafid Nasir, Dipl. Inf., Chairman of the 2020 Winning Team, December 4, 2024, in an interview on December 4, 2024.

Furthermore, a defensive strategy is a rarity carried out by political parties to keep their position strong and not lose influence or maintain the market share of voters so that voters remain stable and loyal. Defensive strategies are used by the ruling coalition to maintain dominance or when the market is considered unfavorable. This strategy aims to maintain or close market access for the sake of profit to maintain the market. a strategy to maintain a market that aims to maintain power and focus on maintaining the loyalty of loyal voters. As Mr. Hafid Nasir said

"Actually, our loyal voters always establish communication, yes. as a da'wah party, we are used to communicating with the community and we need to greet and fulfill their rights and desires. They need basic necessities, of course we fulfill all their needs. PKS is in the field of welfare. The advantage is that the distribution of the number of cadres is in every loyal voter in the region that is maintained continuously." Said H. Moh. Hafid Nasir, Dipl. Inf., Chairman of the 2020 Winning Team, December 4, 2024, in an interview on December 4, 2024.

Various efforts are made to retain old voters, one of which is through activities organized by the Social Welfare (Kesra) Division of the Prosperous Justice Party (PKS), such as the School Supplies Sharing Movement. In addition, the selection of the Master school (Terminal Mosque) as a form of support for the community that plays a role in providing education for the underprivileged, is also an important step. Not only that, but the support for door to door campaigns has a strong influence in retaining vote voters in addition to maintaining but also strengthening seasonal voters who previously voted for them.

"Actually it repeats, we have a strategy to win to attract public sympathy. We do door 2 door camping. We have members who are quite evenly distributed, this makes it very possible to convey the vision and mission of the regional head and politics. Almost every election we rely on door to door campaigns. We also have some kind of survey results. They did a mapping based on the age of the voters. The age of workers of various professions is finally processed to see this. The demographic map that must be observed. in 2024 gen z is already above 50% to respond to demographic changes increases because mutations from outside depok need to be observed because depok as a migrant." Interview with H. Moh. Hafid Nasir, Dipl. Inf., Chairman of the 2020 Winning Team, December 4, 2024)

All of this aims to ensure that old voters are maintained and connected, so that good relationships can continue to be fostered. The defensive strategy in maintaining the majority of its voters personally from 2005-2020 often continues to be carried out because it is considered the most effective for explaining the vision and mission directly face to face. So that this strategy can be said to maintain PKS's victory in the city of Depok for 20 years. As recognized by Mr. Ujang as one of Indonesia's leading political observers who said:

"PKS is famous for its recitation network, which makes it solid and coordinated from movements like this. Making the group stronger and secondly, assistance and partners expect the general public segment as voters to be worked on, therefore they are stable." Interview with Dr. Ujang Komarudin, S.H.I., M.Si., 9 December 2024.

Peter Schroder's Defensive Strategy regarding maintaining its majority, political parties will blur the differences with rival political parties. With the defenses carried out by PKS, the old voters continue to vote again in every Pilkada. This should be important to highlight because it is an important phenomenon and strategy for us to know together. As said by Mr. Hafid Nasir

"So after responding, there are quite a lot in the city of Depok. There is something called young PKS, an organization under pks to pursue teenagers, the age of learning so that they do

young PKS. For social engineering to be interested in the vision and mission of pks" Interview with H. Moh. Hafid Nasir, Dipl. Inf., Chairman of the 2020 Winning Team, December 4, 2024)

Through the application of effective offensive and defensive strategies, each candidate for regional head and deputy regional head managed to win the Depok City Pilkada which took place from 2005-2020. This success cannot be separated from the struggle of PKS, as well as the supporting parties who helped combine one voice, as well as the support of the winning team, cadres, and volunteers from PKS. The support achieved is not solely for electoral purposes, but also for the big vision of maintaining the victory that has been achieved over the past two decades.

The programs continued from the previous period are focused on developing Depok City in accordance with the vision and mission of the Mayor and Deputy Mayor. However, in the implementation of a well-planned strategy, it is certainly not free from various obstacles. Therefore, a team effort is needed to find solutions to overcome the challenges that arise during the process.

CONCLUSION

In conclusion, this research uses descriptive qualitative methods to examine the strategy of the prosperous justice party, focusing on the Depok city elections by winning for 4 periods for the 2005-2020 elections. The results highlight that the strength of PKS's strategy is more on PKS internal cadres who are widely spread in 11 villages and 63 sub-districts where they make maximum use of disseminating information about PKS's vision and mission in the city of Depok with all its existence. Efforts to prevent also take place such as black campaigns not to vote for PKS, but PKS has achievements that can be said to be good from all achievements in the city of Depok.

For two decades, the Prosperous Justice Party (PKS) managed to maintain its dominance in the Depok City Regional Head Election through the implementation of a mature political strategy, especially offensive and defensive strategies. Offensive strategies are carried out to expand the voter base by utilizing a strong cadre network and evenly mapping the region. In addition, the placement of carefully selected candidates is key in attracting public sympathy. On the other hand, defensive strategies are applied to maintain the loyalty of old voters through personal approaches, social programs, and direct campaigns, such as door-to-door, which are able to maintain close relationships with the community.

PKS's success is not only determined by the strength of a solid cadre network, but also by their ability to read local political dynamics and adapt to changing demographics. In every Pilkada, PKS blurs ideological differences with allied parties to strengthen coalitions and reach new voters. Support from the Muslim community as the traditional base of PKS, coupled with effective communication strategies through social media and social welfare programs, further strengthened the party's position.

However, this success is not free from the challenges faced during the process. Obstacles such as changing voter preferences and local political dynamics require quick responses and adaptive strategies. With the vision of maintaining victory while developing Depok City according to their political mission, PKS shows that consistency, cooperation, and good strategic planning are the keys to maintaining its dominance in local politics. This makes PKS an interesting political phenomenon to continue to observe.

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