



DOI: <https://doi.org/10.38035/jlph.v4i5>

Received: 13 June 2024, Revised: 10 July 2024, Publish: 12 July 2024

<https://creativecommons.org/licenses/by/4.0/>

Establishment of a New Political Party in the Center of Hegemony National Political Parties (Challenges and Opportunities) Casuistics of the People's Wave Party in Asahan District

Bayu Raditya¹, Farhan Indra²

¹ Islamic State University of North Sumatra, Medan, Indonesia, bayuraditya015@gmail.com

² Islamic State University of North Sumatra, Medan, Indonesia, farhanindra65@uinsu.ac.id

Corresponding Author: bayuraditya015@gmail.com

Abstract: In a democratic system, political parties play an important role in decision-making and government administration. However, in Indonesia, national political parties have consolidated hegemony, so local and regional parties focus on increasing their influence. This makes new political parties in the national political system significant, especially for parties that come from weak and under-resourced regions. The method that researchers use in this research is qualitative research which aims to gain an in-depth understanding of the phenomenon being studied. By choosing this research method, it aims to dig deeper into establishing a new political party in the midst of the hegemony of national political parties (challenges and opportunities) of the People's Wave Party case in Asahan Regency. The results of research that have been carried out using interview techniques with the chairman of the DPD People's Wave Party of Asahan Regency are expected to get in-depth answers as well. After carrying out the interview. From the results of the interview, information was obtained about establishing a new political party in the midst of the hegemony of national political parties (challenges and opportunities) of the People's Wave Party case in Asahan Regency. The conclusion of the results of this study shows that the Gelora Party is faced with special and complex challenges in establishing itself in the midst of the hegemony of national political parties. Intense competition with established national political parties is the main obstacle for the Gelora Party.

Keyword: People's Wave Party, Opportunities, Challenges, Hegemony.

INTRODUCTION

In a democratic system, political parties play an important role in government decision-making and supervision. However, in Indonesia, national political parties have dominated the hegemony of the political system, so local and regional political parties often have difficulty developing themselves and increasing their influence (Basuki, 2020). In this context, the establishment of a new political party in the midst of national political party hegemony is a significant challenge, especially for political parties from less developed and

resource-deficient regions (Nyoman, 2023). Asahan district, for example, is one of the districts in North Sumatra that has great potential in economic and social development. (Nasution, 2023). However, in the political system, the district is still lagging behind, with the domination of national political parties dominating power and hindering the progress of local political parties. (Rohmah, 2024). In situations like this, the establishment of a new people-based political party could be a solution to increasing political influence and progress in the district (Boestam et al., 2023). The People's Wave Party (abbreviated as the Gelora Party) is a political party in Indonesia that was founded on October 28, 2019. The Gelora Party of Indonesia was founded with the idea and ambition of making Indonesia the fifth world power. This idea was first presented by Anis Matta in a speech entitled "Indonesia's New Wave" at the KAMMI Alumni Family Work Fair in Jakarta, February 3, 2018 (Jatmiko, 2021). Currently, the Indonesian Gelora Party has managed 34 DPWs at provincial level, 445 DPDs at district & city level, and 4,395 DPCs at municipal level. (Achmad, 2022) The challenge faced by the People's Wave Party is how they can increase political influence and progress in the district, as well as how to overcome the domination of the long-held national political party. One way that can be done is by increasing public involvement in government decision-making and supervision. (Ismayani et al., 2022). In situations like this, new political parties such as the People's Wave Party can be an alternative for people who want to have a voice and authority in the decision-making process (Susanto & Michael, 2023). Another opportunity that the People's Wave Party can face is how they can develop themselves and increase their influence through cooperation with other community organizations (Imran & Torau, 2023). In situations like this, the new political party can become part of a wider coalition and can increase its influence by cooperating with other organizations that have similar goals (Rahmawati & Hertati, 2022). In synthesis, the establishment of a new political party in the midst of national political party hegemony is a significant challenge, especially for political parties in less developed and resource-deficient regions. (Watoni & Puspitarini, 2022). However, by increasing public involvement and developing itself through collaboration with other community organizations, new political parties such as the People's Wave Party can be an alternative for people who want to have a voice and authority in the decision-making process. (Husni & Harmanto, 2021).

METHOD

The method that the researchers use in this research is qualitative research aimed at gaining in-depth understanding of the phenomena being studied. By choosing this research method, the aim is to dig deeper into the establishment of a new political party in the midst of the national political party hegemony (challenges and opportunities) of the People's Wave Party in Asahan district. The research was carried out at the People's Wave party office located in the district of West Kisaran City. The research subjects were selected based on the needs of the researcher, namely, Mr. H. Syamsul Qodri Marpaung, Lc selaku chairman of the DPD of the people's wave party of Asahan district. (Assyakurrohim et al., 2022). As for the data collection technique in this study, it is an interview and documentation. By giving 7 questions to the subjects it is expected to obtain appropriate and in-depth data and be able to meet the needs of the researchers. The research was carried out in March 2024, while documentation was done during an interview with the source. Establishing a new political party in the midst of the hegemony of the national political party (challenges and opportunities) of the People's Wave Party in Asahan District (Waruwu, 2023).

RESULTS AND DISCUSSION

The results of the research that has been carried out using the interview technique with the DPD leader of the People's Wave Party of Asahan district are expected to get an in-depth answer as well. After the interview. From the results of the interviews obtained

information on the establishment of a new political party in the midst of the hegemony of the national political party (challenges and opportunities) cashistic Party of the People's Wave in Asahan district. Which will be explained into some points below:

Local political context in Asahan District

Asahan District, located in North Sumatra Province, has a unique local political context that affects the dynamics of the formation of new political parties such as the Gelora Party. The district is known as a politically polarized region, where the dominance of national political parties has long been a characteristic. National political parties such as the Indonesian Democratic Party of Struggle (PDIP), Golkar, and Democrats have played a central role in local politics, both in general elections and in regional governance. These national political parties have strong support bases and strong political networks at the local level, making it difficult for new political parties to compete in attracting public attention and obtaining votes in elections. In addition to the dominance of the national political parties, the local political situation in Asahan district is also influenced by the characteristic social and economic dynamics. This is reinforced by the results of a study (Marwazi & Fatimah, 2019) entitled Democracy and Local Parties: Reflecting Election Dynamics in Aceh that explains the national and local political discourse creating challenges for local political parties that are able to establish themselves.

The Main Challenges in Establishing a New Political Party

In establishing itself in the midst of the hegemony of the national political party, the Gelora Party faces specific and complex challenges. First of all, the fierce competition with the established national political parties is the main obstacle to the Gelora Party. Parties such as PDIP, Golkar, and the Democratic Party have built a strong support base and solid political infrastructure, making it difficult for the Gelora Party to compete in gaining public attention and support and obtaining sufficient votes in the elections. This explanation is in line with the results of research carried out by (Marwazi & Fatimah, 2019) which explains that the local political parties in Aceh have participated in the legislative elections three times, namely 2009, 2014, and 2019. Of the 13 local political parties, only the Aceh Party and the Aceh Nanggroe Party survived, while others collapsed, creating a challenge for the local political party trying to establish itself. The limited financial and human resources are also a serious challenge for the Gelora Party. The lack of political experience of members and managers of the Gelora Party is also a challenge to face. The dominance of national political parties also creates challenges in Gelora's access to important political resources, such as access to mass media and support from the political elite. Another challenge is the lack of political infrastructure that can support the operationalization of the Gelora Party at the local level. The Gelora party is also faced with complex local political dynamics (Diniyanto & Sutrisno, 2022). Competition with local political parties is also part of the challenge facing the Gelora Party. In addition to political challenges, the Gelora Party also needs to pay attention to social and cultural aspects in its efforts to form and develop. Asahan district has cultural diversity and traditions that need to be taken into account in formulating political platforms and party programmes. The Gelora Party must understand local values and community needs and maintain openness and inclusion in its political approach in order to win broad support from various segments of society. (Muhammad Sidiq et al., 2023).

Opportunities taken advantage of by the Gelora Party

The Gelora party has a number of opportunities to use to strengthen its position and thrive in the midst of competitive political competition. First of all, emptiness or dissatisfaction with an established political party can be an opportunity for the Gelora Party to attract support from segments of society seeking political alternatives by presenting

innovative platforms and solutions that match the aspirations of the people. The Gelora party can gain greater sympathy and support from voters who feel unrepresented by an existing political party. The development of information technology and social media provides a great opportunity for the Gelora Party to increase its visibility and communicate directly with voters. The existence of competent and integrated local political cadres can be an important asset for the Gelora Party in expanding its political network. Furthermore, the need for change and reform in local government could be an opportunity for the Gelora Party to strengthen its position as an agent of change. The development of infrastructure and local economic development is an important opportunity for the Gelora Party to strengthen its position in the Asahan district. Active participation in political and social forums at the local level can open the opportunity for Gelora to expand its political network and enhance its legitimacy in Asahan District. By participating in various forums of discussion, public meetings, and community events, the gelora Party can build closer relations with the people, listen to their aspirations, and give their voice in the decision-making process. Through this active participation, the Gelore Party can strengthen their legitimacy as a legitimate representation of the interests of the public and broaden its political support. This is reinforced by a study (Widyana, 2024) entitled *The Gelora Party Strategy as a New Party Towards the 2024 Election to Meet the Parliamentary Threshold* that explains the hegemony of political parties with great influence over the commitment of candidates who seek to remain independent in running an established political party can be an opportunity for the Gelora party to attract support from segments of the society seeking political alternatives by presenting innovative platforms and solutions that match the aspirations of the people, who seek political alternative.

Strategy of Formation and Mobilization of the Gelora Party

The strategy of forming and mobilizing the Gelora Party in the Asahan district involves a series of strategic steps aimed at building a strong support base, recruiting volunteers, and expanding its political network. First of all, the Gelora Party needs to identify potential support at the local level. It includes an analysis of the social, economic, and political conditions of the people in Asahan district to determine the segments of the population that may support the party's vision and program. The Gelora party must build an effective communication campaign to convey its political message to the public. The formation of volunteers became one of the major strategies of the Gelora Party in expanding its support network. Gelora also needs to build collaboration and alliances with political actors and other civil society in Asahan district. Gelora must pay attention to building party infrastructure at the local level. Continuous evaluation of the strategy of formation and mobilization must be carried out by the Gelora Party. This party must constantly monitor and evaluate the effectiveness of every step taken in building its support base. The evaluation could help the Gelora Party to identify the weaknesses that need to be corrected and optimize the strategies that have proven to be successful. Thus, the Gelora Party can continue to develop itself and strengthen its position in Asahan District (Firmansyah et al., 2023).

The role of social media in building political support

The role of social media in building political support for the Gelora Party is very significant in its communication strategy and political mobilization. First of all, social media provides a broad platform for the Gelora Party to spread its political message to potential voters. With a presence on platforms like Facebook, Twitter, Instagram, and YouTube, the Gelora Party can reach a larger audience, including the younger generation that tends to be active on social media. This allows the party to broaden the reach of its political message and increase its visibility amidst fierce political competition. Social media also allows the Gelora Party to interact directly with voters and listen to their aspirations. The impact of

communication strategies through social media can also be felt in accelerating party growth. Social media also provides a platform for the Gelora Party to mobilize its volunteers and political sympathizers. However, it should be remembered that social media also carries its own risks and challenges for the Gelora Party. Social media also strengthens the transparency and accountability of political parties. Thus, social media has a very important role in the communication strategy and political mobilization of the Gelora Party. By using social media effectively, the Gelora Party could broaden the reach of its political message, mobilize political support, and accelerate its party's growth in building a strong support base in Asahan district. This explanation is in line with the results of a study conducted by (Darwis, 2021) entitled *The Role of Social Media in Political Culture* which explains that social media is a communication channel of political actors to communicate with supporters and voters. His form of communication is to build public opinion and at the same time gain a lot of political support. The use of social media also boosts political communication networks, political relations, and public participation in elections.

Alliances and Collaborations in Strengthening Political Positions

The Gelora Party has been actively engaged in efforts to build alliances and collaborations with other parties, such as other political parties or civil society groups, as a strategy to strengthen its position in local politics in Asahan District. One of the approaches used is to form alliances with other political parties that have the same vision and mission. This kind of alliance allows the Gelora Party to expand its political reach and give additional legitimacy to the parties already established in the region. By collaborating, the parties can strengthen each other and increase their chances of gaining wider support from the public. The Gelora party also works with various civil society groups that have interests and aspirations that are in line with the party's political vision. In building alliances and collaborations, the Gelora Party takes note of the common values and political visions of its potential partners. Nevertheless, the Gelora Party should also consider caution in choosing alliance and collaboration partners. In the process of building alliances and collaborations, effective communication and negotiation are the keys to success. The party must continue to evaluate and monitor the alliances and collaborations that have been built. This evaluation is essential to ensure that the embedded partnership remains consistent with political goals and provides the expected benefits for all parties involved. By conducting periodic evaluations, the Gelora Party can improve and optimize its partnership strategy to stronger and more prosperous political positions at the local level. (Wansyah & Adnan, 2019).

Evaluation of Performance and Policy Implications

The evaluation of the performance of the Gelora Party in the face of challenges and taking advantage of opportunities shows a number of achievements and obstacles that need to be considered in the formation and development of new political parties in the midst of national political party hegemony. Positively, the Gelora Party has managed to identify crucial challenges, such as tight competition with the established national political parties and limited resources, and strive to address them with appropriate strategies. For example, the party has been actively using social media to increase its visibility and mobilize political support, as well as seeking to build alliances and collaborations with other parties to strengthen its position in local politics (Sumardi et al., 2022). Nevertheless, there is still room for improvement in facing the challenges and taking advantage of the opportunities that exist. The policy implications that can be drawn from the evaluation of the Gelora Party's performance are the importance of strengthening the local political infrastructure as the foundation for the formation and development of new political parties. Strong political infrastructure development, including representative party offices, efficient volunteer coordination centres, and a strong presence at the village or municipal level, will enable the

new political parties to provide more effective services to the public and expand their support base better. Furthermore, it is important for the new political parties to continue to strengthen local leadership and build competent and integrated political cadres to carry out their political agendas effectively at the local level. Thus, the new political parties can gain wider legitimacy and support from the public, as well as make a more significant contribution to political and social development at the local level. (Nofriadi et al., 2021).

CONCLUSION

The conclusions of this study show that the Gelora Party faces specific and complex challenges in establishing itself in the midst of the hegemony of the national political party. Strong competition with the established national political parties became the main obstacle to the Gelora Party. However, the Gelora Party has a number of opportunities to be exploited to strengthen its position and thrive amidst competitive political competition. The Gelora Party's strategy in Asahan focuses on developing a strong environment, leveraging relationships, and strengthening political leadership. The role of social media in building political support for the Gelora Party is very significant in its political communication and mobilization strategy. Gelora has been actively engaged in efforts to build alliances and collaborations with other parties, such as other political parties or civil society groups, as a strategy to strengthen its position in local politics in Asahan District. The advice that can be given is that the Gelora Party should continue to improve the quality of its communication strategy and political mobilization, as well as increase public involvement in the decision-making process. In addition, the Gelora Party also needs to increase the participation of women in decision-making processes and increase public involvement in the development of natural resources in Indonesia. In recent years, Indonesia has undergone some changes and challenges in the local political context. The district government has been working to enhance infrastructure development, public involvement in politics, and development of natural resources. However, some government projects and decisions have sparked criticism and controversy from the public, and require improvements and increased transparency and accountability of the government.

REFERENCE

- Achmad, C. (2022). *Anis Matta: Berkas Verifikasi Partai Gelora Sudah Lengkap 100 Persen, Tinggal Diserahkan ke KPU*. Partaigelora.Id. <https://partaigelora.id/anis-matta-berkas-verifikasi-partai-gelora-sudah-lengkap-100-persen-tinggal-diserahkan-ke-kpu/>
- Assyakurrohim, D., Ikhrum, D., Sirodj, R. A., & Afgani, M. W. (2022). Metode Studi Kasus dalam Penelitian Kualitatif. *Jurnal Pendidikan Sains Dan Komputer*, 3(01), 1–9. <https://doi.org/10.47709/jpsk.v3i01.1951>
- Basuki, U. (2020). Parpol, Pemilu dan Demokrasi: Dinamika Partai Politik dalam Sistem Pemilihan Umum di Indonesia Perspektif Demokrasi. *Kosmik Hukum*, 20(2), 81. <https://doi.org/10.30595/kosmikhukum.v20i2.8321>
- Boestam, A. B., Prakosa, A., & Avianto, B. N. (2023). Upaya Partai Politik Dalam Memanfaatkan Demokrasi Virtual Di Era Digital. *Jurnal Pustaka Komunikasi*, 6(1), 1–17. <https://doi.org/10.32509/pustakom.v6i1.2281>
- Darwis, M. (2021). Peran Sosial Media dalam Budaya Politik. *Jurnal Sipatokkong BPSDM Sulawesi Selatan*, 2(1), 93–103. <https://www.ojs.bpsdmsulsel.id/index.php/sipatokkong/article/view/108>
- Diniyanto, A., & Sutrisno, W. (2022). Pengawasan Pemilihan Umum di Era Post-Truth: Problem, Tantangan, dan Strategi. *Jurnal Adhyasta Pemilu*, 5(1), 44–58. <https://doi.org/10.55108/jap.v5i1.79>

- Firmansyah, J., Apriansyah, A., & Leriska, N. T. (2023). Komunikasi Politik Dan Citra Partai (Studi Pada Partai Gelombang Rakyat Indonesia Kabupaten Sumbawa). *Jurnal Trias Politika*, 7(1), 61–75. <https://doi.org/10.33373/jtp.v7i1.5050>
- Husni, M. W., & Harmanto, H. (2021). Upaya Komisi Pemilihan Umum (Kpu) Kabupaten Tuban Dalam Peningkatan Partisipasi Politik Masyarakat. *Kajian Moral Dan Kewarganegaraan*, 9(2), 374–388. <https://doi.org/10.26740/kmkn.v9n2.p374-388>
- Imran, M., & Torau, S. (2023). Kepemimpinan Partai Politik Perolehan KursiTerbanyak Partai Persatuan PembangunanDi Kabupaten Gowa Pada Pemilu 2019. *Jurnal Ilmiah Penelitian Mandira Cendikia*, 1(6), 45–53.
- Ismayani, I., Yusri, Y., & Sianturi, P. (2022). Analisis Pengaruh Oligarki Terhadap Demokrasi dan Hak Asasi Manusia di Indonesia. *All Fields of Science Journal Liaison Academia and Society*, 2(2), 385–395. <https://doi.org/10.58939/afosj-las.v2i2.269>
- Jatmiko, B. P. (2021). *Mantan Presiden PKS: Santai Saja, Kita akan Lakukan Lompatan Besar*. Kompas.Com. <https://nasional.kompas.com/read/2018/02/03/20101241/mantan-presiden-pks-santai-saja-kita-akan-lakukan-lompatan-besar>
- Marwazi, R., & Fatimah, S. (2019). Demokrasi dan Partai Lokal : Mencermati Dinamika Pemilihan Umum di Aceh Democracy and Local Parties : Examining the Dynamics of General Elections in Aceh. *POLITICA:Jurnal Hukum Tata Negara Dan Politik Islam*, 10(1), 13.
- Muhammad Sidiq, Robi Cahyadi Kurniawan, Arizka Warganegara, & Barokah, F. (2023). Kehadiran Partai Gelombang Rakyat Indonesia Sebagai Manajemen Konflik Internal Partai Politik. *Moderat : Jurnal Ilmiah Ilmu Pemerintahan*, 9(2), 271–288. <https://doi.org/10.25157/moderat.v9i2.2822>
- Nasution, R. (2023). Analisis Program Pemerintah Dalam Penanggulangan Kemiskinan dan Pengangguran. *Jurnal Ekonomi & Ekonomi Syariah*, 6(1), 810–823.
- Nofriadi, N., Almanzani, N. N., & Annisa, H. (2021). Optimalisasi Partai Aceh Sebagai Infrastruktur Politik Dalam Meningkatkan Partisipasi Pemilih Pada Pemilu 2019 di Kota Banda Aceh. *Journal of Governance and Social Policy*, 2(1), 1–14. <https://doi.org/10.24815/gaspol.v2i1.20054>
- Nyoman, M. (2023). *Peran Dewan Perwakilan Rakyat : Antara Harapan dan Kenyataan*. 10(1), 51–65.
- Rahmawati, C. P., & Hertati, D. (2023). Pemanfaatan Modalitas Politik Rezki Mulfiati Dalam Menghadapi Pemilu 2024. *Jurnal Noken: Ilmu-Ilmu Sosial*, 9(1), 1–10. <https://doi.org/10.33506/jn.v8i2.2444>
- Rohmah, E. (2024). Perubahan Paradigma Politik di Indonesia Dari Demokrasi ke Oligarki. *Politeia: Jurnal Ilmu Politik*, 16(1), 01–12. <https://doi.org/10.32734/politeia.v16i1.12424>
- Sumardi, S., Lutfi, M., Nurdin, M., & Baharuddin, B. (2022). Presidential Threshold: Harapan dan Tantangan Bacalon Presiden 2024. *Journal of Government Insight*, 2(1), 150–164. <https://doi.org/10.47030/jgi.v2i1.412>
- Susanto, H., & Michael, T. (2023). Akuntabilitas dan Justifikasi Peningkatan Dana Negara Terhadap Partai Politik. *Socius: Jurnal Penelitian Ilmu-Ilmu ...*, 1(December), 371–388. <https://ojs.darulhuda.or.id/index.php/Socius/article/view/111%0Ahttps://ojs.darulhuda.or.id/index.php/Socius/article/download/111/101>
- Wansyah, D. L., & Adnan, M. (2019). Aliansi Kaum Intelektual Dosen dan Mahasiswa dalam Gerakan Masyarakat Sipil Menolak Revisi UU KPK 2019 The Alliance of Lecturers and Students Intellectuals in the Civil Society Movement Rejects the 2019 KPK Law Revision. *Journal of Politic and Government Studies*, 10(4), 145–160.

- Waruwu, M. (2023). Pendekatan Penelitian Pendidikan: Metode Penelitian Kualitatif, Metode Penelitian Kuantitatif dan Metode Penelitian Kombinasi (Mixed Method). *Jurnal Pendidikan Tambusai*, 7(1), 2896–2910.
- Watoni, S., & Puspitarini, R. C. (2022). Strategi Partai Politik Baru : Studi Kasus Strategi Partai Politik Jaring Dukungan Masyarakat Kota Probolinggo. *Jurnal Inovasi Penelitian*, 3(1), 4297–4306. <https://stp-mataram.e-journal.id/JIP/article/view/1635>
- Widyana, M. R. (2024). *Strategi Partai Gelora sebagai Partai Baru Menuju Pemilu 2024 untuk Memenuhi Parliamentary Threshold*. 4(1), 125–168. <https://doi.org/10.22146/polgov.v4i1.3861>